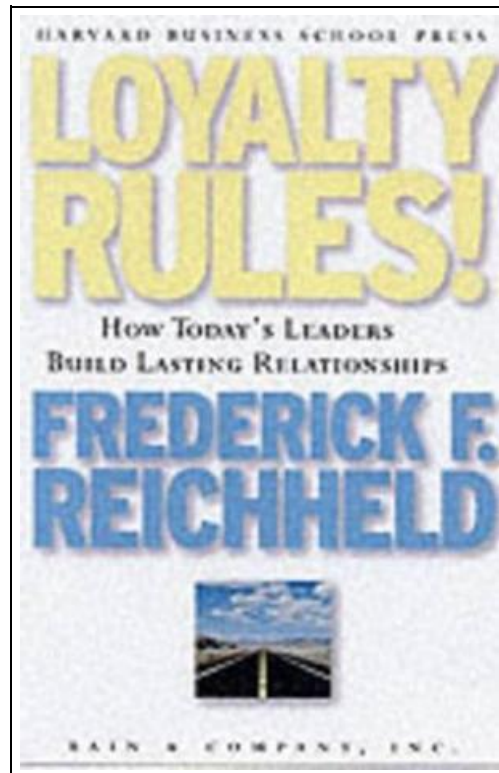


## Loyalty Rules: How Today s Leaders Build Lasting Relationships (Hardback)



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Harvard Business Review Press, United States, 2001. Hardback. Condition: New. Language: English . Brand New Book. In this provocative yet practical book, Fred Reichheld argues that loyalty provides the acid test for leadership in today s volatile business environment, and that most leaders deserve failing grades. In fact, the author is quick to highlight that less than half of today s employees believe their company deserves their loyalty. Reichheld s 1996 international bestseller, *The Loyalty Effect*, set out his theory and convincingly established the link between loyalty and bottom-line profits. In *Loyalty Rules!*, he moves from theory to practice, using vivid stories from many of today s most successful companies to illustrate how superior leaders create networks of mutually beneficial, trust-inspiring partnerships between customers, employees, suppliers, and investors. Reichheld s research demonstrates that effective leaders build relationships upon six bedrock principles of loyalty: Play to win/win: profiting at the expense of partners is a short cut to a dead end; Be picky: membership is a privilege; Keep it simple: complexity is the enemy of speed and flexibility; Reward the right results: worthy partners deserve worthy goals; Listen hard and talk straight: long-term relationships require honest, two-way communication and learning; and Preach what you practice: actions often speak louder than words but together, they are unbeatable.



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