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How Companies Prosper
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Widespread Empathy Dev
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Wired To Care How Companies

*Wired to Care: How Companies
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Hardcover - January 9, 2009.

by. Dev Patnaik (Author) >

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This book is in pretty great
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Patnaik

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FOR Wired to Care “Wired to
Care describes how to
recover the basic human
abilities of empathy that
may be buried by your day-to-
day business routines. Dev
Patnaik shows how you can
create a more empathic—and
much more
successful-business.”

*Wired to Care: How Companies
Prosper When They Create ...*

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Wired to Care looks at real customer empathy as a primary tool for companies who want to connect with the world in real, positive ways. The case studies give life to the theory and show how empathy is not only a weapon that gives competitive advantage, but also creates things people need for a healthy life in society.

Wired to Care: How Companies Prosper When They Create ...

“Wired to Care describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can

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create a more empathic—and much more successful—business.” — CHIP HEATH, author of *Made to Stick* “Wired to Care will convince you that businesses succeed with their hearts as much as their heads.

Amazon.com: Wired to Care: How Companies Prosper When They ...

getAbstract Book Review:
Wired to Care Executives often know little about the people who buy their companies' products and services. This is not surprising. To study people, you must care about them. However, most companies eliminate empathy from their

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operations. In essence, they proceed as if they have calculating, survival-bent reptile brains.

Wired to Care: How Companies Prosper When They Create ...

Wired to care : how companies prosper when they create widespread empathy / Dev Patnaik with Peter Mortensen. p. cm. ISBN 0-13-714234-X (hardback : alk. paper) 1.

Organizational effectiveness. 2. Empathy. 3. Interpersonal relations. 4. Success in business--Psychological aspects. I. Mortensen, Peter, 1981- II. Title. HD58.9.P38 2009

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Widespread Empathy Dev

*Wired to Care: How Companies
Prosper When They Create ...*

Wired to Care shows how businesses can use empathy to make connections with customers and discover what they really want. At a company-wide level, this kind of empathy leads to growth, and it can be a game changer for individual employees.

*Wired to Care by Dev Patnaik
and Peter Mortensen*

“Wired to Care describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev

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Patnaik shows how you can create a more empathic—and much more successful—business.” Chip Heath Author, *Made to Stick* “Why should you care about *Wired to Care*? Because this book will not only make you better at business - it will make you better at life!

Wired to Care - Jump Associates

In our summary of *Wired to Care*, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves

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When They Create other
people. Patnaik is a founder
and principal of Jump
Associates, an innovation
strategy firm.

*Wired to Care: How Companies
Prosper When They Create ...*

“Wired to Care offers a
roadmap to success paved
with empathy. The bottom
line is better profits,
better products, and happier
employees. There is a better
day for business

(thankfully) when companies
are wired to care. ROBYN
WATERS, former VP of Trend,
Target Stores, and author
of *The Hummer and the Mini* .
*Blurring the Line Between
Inside and Out*

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*Wired to Care: How Companies
Prosper When They Create ...*

Wired to Care: how companies prosper when they create widespread empathy by Dev Patniak with Peter Mortensen ©2009 explains the importance of empathy and how to spread it around. While written for businesses, this is a book that all school leaders should read and act on.

Wired to Care: how companies prosper when they create ...

Step into the shoes of your consumer and innovate from their perspective is the not so secret innovation secret of companies such as Nike,

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Pixar, Netflix and IBM.

That's the pitch in *Wired to Care: How Companies Prosper When They Create Widespread Empathy* by Stanford professor and TED speaker, Dev Patnaik.

*Speed Summary: Wired to Care
- Brand Genetics*

Wired to Care. How Companies Prosper When They Create Widespread Empathy. By Dev Patnaik with Peter

Mortensen. Published by

Pearson/Financial Times

Press List Price: \$24.99

Length: 272 pages Trim Size:

5½" x 8" ISBN: 0-13-714234X

Book URL:

www.wiredtocare.com. What's the critical difference

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When Nike and every other shoe company on the planet?

Wired to Care Preview - Jump Associates

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Wired to Care . Starred Review. A veteran business strategist and adjunct faculty member at Stanford Univ., Patnaik explores the role of empathy in successful companies,

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When They Create
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Patnaik
producing a thoughtful,
practical meditation on the
power of walking in someone
else's shoes.

Wired to Care (???)

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Force Fighter Pilot Breaks
Down 12 Fighter Pilot Scenes
From Film & TV. Former U.S.
Air Force fighter pilot
Christine "Grinder" Mau
examines some flying and
dogfighting ...

WIRED

You've probably suspected
that your cable company has
been overcharging you, but
they specialize in covering
their tracks so it's hard to
pinpoint exactly what

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Patnaik

they've been doing. In a U.S. Senate report this week Charter and Time Warner Cable admitted that they overcharged customers \$7.2 million in cable box fees alone last year. Of course, that's not the only way that customers are ...

*Your Cable Company is
Secretly Stealing from You*
Wire Crimpers; Wire
Strippers; Hot Knives; Heat
Guns and Blowers; Glue and
Adhesive Guns; Soldering
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