

PAWSUPP.COM Ebook and Manual Reference

ON PURPOSE EBOOKS 2019



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Brands growing rapidly have a clear sense of purpose and the value they bring to their customers and employees. u003cbu003eu003ciu003eOn Purposeu003c/iu003eu003c/bu003e is a practical guide to executing business purpose successfully by delivering a branded customer experience people love. It presents a framework for success based on being clear about your brand purpose and promise so you can achieve exceptional results through exceptional experiences. It provides the tools for brands to stand out by defining, designing and delivering distinctive, valuable customer experiences across multiple channels.u003cbr /u003eu003cbr /u003eBecause purpose is what you do, not what you claim, u003cbu003eu003ciu003eOn Purposeu003c/iu003eu003c/bu003e helps you act on your business purpose by showing you how to make your brand stand out. Each chapter illustrates how to succeed in a specific channel by presenting interviews with purpose-driven leaders such as Vernon Hill (Metro Bank), John Forrest (Premier Inn) and Gav Thompson (giffgaff) and case studies of companies including:u003cbr /u003eu003cbr /u003e- Altrou003cbr /u003e- Barclays Banku003cbr /u003e- Best Westernu003cbr /u003e- citizenMu003cbr /u003e- IKEAu003cbr /u003e- LEGOu003cbr /u003e- Liberty Global Business Servicesu003cbr /u003e- London 2012 Olympicsu003cbr /u003e- Lushu003cbr /u003e- Nissanu003cbr /u003e- O2u003cbr /u003e- Timpsonu003cbr /u003e- Zappos

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