Good Company by Arthur M. Blank. 2020. Harper Collins. ISBN 978-0-06-297492-1

Text

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Submit ONE document to Reggienet in Word, not PDF (see syllabus timeline for due date) containing a summary of the chapters, answers to instructor questions (listed below), in addition to a conclusion which is your personal assessment of the book. This is an individual assignment. Requirements are as follows: use single spacing, ½ inch margins, a title page, page numbers, use 12 pt. font, and each chapter summary should be about 1/3 page per chapter, about 1 page responding to instructor questions, and about a 1/3 page for the conclusion. It is your choice to use bullets or paragraphs (or a combination) on this assignment.

Instructor questions: 1. How does the values driven organization impact the customer experience and how is this relevant to marketing (cite any relevant text material)?

2. Author, Art Blank, discusses making the organization worthy of an associate’s (employee’s) time on earth given that most people spend the majority of their life working. Is that a “tall order” for organizations? Does this statement surprise you?

3. Identify a company (exclude non-profits for this question) and assess their values (likely found in their mission/vision statement) to the extent that they exist and are provided to the public. Do you feel the organization is living up to its values why or why not? How would you enhance their values? What would be your recommendation(s)?

4. How important is it for you to work for a values driven organization?