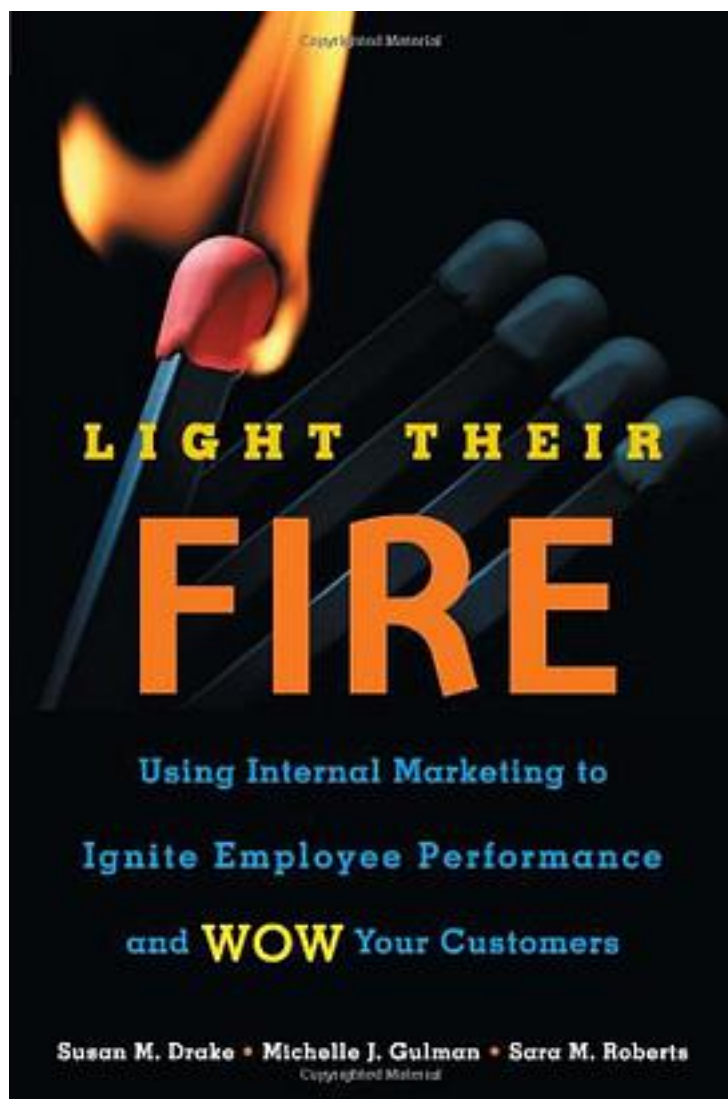


Light Their Fire



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著者:Susan Drake

出版者:Kaplan

出版时间:2005-6

装帧:HRD

isbn:9781419502521

在线阅读本书

Many organizations have the gift of taking committed, enthusiastic people and turning them into cynics over time. This statement rings true for too many companies, despite the good intentions of their leadership. While today's bottom-line-oriented business environment demands that business owners and managers keep a close eye on costs, many miss the opportunity to strengthen their profit potential through strong internal marketing to employees. In their new book, *Light Their Fire: Using Internal Marketing to Ignite Employee Performance and Wow Your Customers*, internal marketing experts Susan Drake, Michelle Gulman, and Sara Roberts demonstrate how employee communications is the key to delivering on brand expectations and solidifying customer relationships. Step-by-step, learn how to engage employees in the vision of your business and motivate them to think like business owners, thus empowering them to make decisions that build brand and customer loyalty. You will

Identify the varying perspectives of different audiences. Tailor your messages for maximum effectiveness. Understand and use a combination of communications tools. Get more mileage from your orientation and training programs. Measure the effectiveness of your messages. *Light Their Fire* includes practical tools and case studies that address the role of internal marketing in a variety of situations, from mergers to department branding to project implementation. This is the ideal primer for company executives, business owners, human resource professionals, and department managers on how successful companies create, implement, and measure the effectiveness of their own internal marketing plans.

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