

Chief Business Officer Youtube

chief business officer youtube: Winning Jack Welch, Suzy Welch, 2009-10-13 A champion manager of people, Jack Welch shares the hard-earned wisdom of a storied career in what will become the ultimate business bible. With *Winning*, Jack Welch delivers a wide-ranging, in-depth, no-holds-barred management guidebook about the tough strategic, organizational, and personal challenges that face people at every stage of their careers. Loaded with candid personal anecdotes, hard-hitting advice, and invaluable dos and don'ts, Jack explains his theory of business, by laying out the four most important principles that form the foundation of his success. Chapters include: How to Get Promoted, How to Think about Strategy, How to Write a Budget that Works, How to Work for a Jerk, How Find Work-Life Balance and How Start Something New. Enlivened by quotes from business leaders that Welch interviewed especially for the book, it's a tour de force that reflects Welch's mastery of execution, excellence and leadership.

chief business officer youtube: Solve for Happy Mo Gawdat, 2017-03-21 In this "powerful personal story woven with a rich analysis of what we all seek" (Sergey Brin, cofounder of Google), Mo Gawdat, Chief Business Officer at Google's [X], applies his superior logic and problem solving skills to understand how the brain processes joy and sadness—and then he solves for happy. In 2001 Mo Gawdat realized that despite his incredible success, he was desperately unhappy. A lifelong learner, he attacked the problem as an engineer would: examining all the provable facts and scrupulously applying logic. Eventually, his countless hours of research and science proved successful, and he discovered the equation for permanent happiness. Thirteen years later, Mo's algorithm would be put to the ultimate test. After the sudden death of his son, Ali, Mo and his family turned to his equation—and it saved them from despair. In dealing with the horrible loss, Mo found his mission: he would pull off the type of "moonshot" goal that he and his colleagues were always aiming for—he would share his equation with the world and help as many people as possible become happier. In *Solve for Happy* Mo questions some of the most fundamental aspects of our existence, shares the underlying reasons for suffering, and plots out a step-by-step process for achieving lifelong happiness and enduring contentment. He shows us how to view life through a clear lens, teaching us how to dispel the illusions that cloud our thinking; overcome the brain's blind spots; and embrace five ultimate truths. No matter what obstacles we face, what burdens we bear, what trials we've experienced, we can all be content with our present situation and optimistic about the future.

chief business officer youtube: Startup CEO Matt Blumberg, 2020-08-04 You're only a startup CEO once. Do it well with *Startup CEO*, a master class in building a business. —Dick Costolo, Former CEO, Twitter Being a startup CEO is a job like no other: it's difficult, risky, stressful, lonely, and often learned through trial and error. As a startup CEO seeing things for the first time, you're likely to make mistakes, fail, get things wrong, and feel like you don't have any control over outcomes. Author Matt Blumberg has been there, and in *Startup CEO* he shares his experience, mistakes, and lessons learned as he guided Return Path from a handful of employees and no revenues to over \$100 million in revenues and 500 employees. *Startup CEO* is not a memoir of Return Path's 20-year journey but a thoughtful CEO-focused book that provides first-time CEOs with advice, tools, and approaches for the situations that startup CEOs will face. You'll learn: How to tell your story to new hires, investors, and customers for greater alignment How to create a values-based culture for speed and engagement How to create business and personal operating systems so that you can balance your life and grow your company at the same time How to develop, lead, and leverage your board of directors for greater impact How to ensure that your company is bought, not sold, when you exit *Startup CEO* is the field guide every CEO needs throughout the growth of their company.

chief business officer youtube: Chief Joy Officer Richard Sheridan, 2018-12-04 A 2018

Nautilus Book Award Winner for Business and Leadership! The founder of Menlo Innovations and author of the business culture cult classic *Joy, Inc* offers an inspirational guide to leaders seeking joy in the challenge of leading others. Rich Sheridan's *Joy, Inc.* told the story of how his tiny software company in Ann Arbor, Michigan achieved success and renown by embracing offbeat culture and human-centered values. In *Chief Joy Officer*, he turns his attention from culture to leadership, and draws on his experience running Menlo and consulting elsewhere to offer a wise, provocative guide on how anyone can build leadership capacity for joy within their own organization. *Chief Joy Officer* offers sage, hard-won advice to any manager or leader who yearns to make more of an impact on the lives of others, including: * Self-understanding is the cornerstone for every virtue of leadership: authenticity, trust, humility, and optimism. * Good leaders make more leaders: Learn to judge your performance not on whether people are doing what they're told, but whether they're developing independent leadership capacity. * Influencing up is just as important as influencing down: how to encourage different thinking in those above you in your organizations. Filled with colorful anecdotes from Sheridan's personal journey and wisdom from many leadership mentors, *Chief Joy Officer* offers an approachable, down-to-earth philosophy and practice that will help even the most disillusioned of middle managers bring a renewed sense of purpose to their work building others.

chief business officer youtube: *Evolution of a Corporate Idealist* Christine Bader, 2016-10-21 There is an invisible army of people deep inside the world's biggest and best-known companies, pushing for safer and more responsible practices. They are trying to prevent the next Rana Plaza factory collapse, the next Deepwater Horizon explosion, the next Foxconn labor abuses. Obviously, they don't always succeed. Christine Bader is one of those people. She worked for and loved BP and then-CEO John Browne's lofty rhetoric on climate change and human rights--until a string of fatal BP accidents, Browne's abrupt resignation under a cloud of scandal, and the start of Tony Hayward's tenure as chief executive, which would end with the Deepwater Horizon disaster. Bader's story of working deep inside the belly of the beast is unique in its details, but not in its themes: of feeling like an outsider both inside the company (accused of being a closet activist) and out (assumed to be a corporate shill); of getting mixed messages from senior management; of being frustrated with corporate life but committed to pushing for change from within. *The Evolution of a Corporate Idealist: When Girl Meets Oil* is based on Bader's experience with BP and then with a United Nations effort to prevent and address human rights abuses linked to business. Using her story as its skeleton, Bader weaves in the stories of other Corporate Idealists working inside some of the world's biggest and best-known companies.

chief business officer youtube: *How to Think Like a CEO* D. A. Benton, 1999-08-04 Drawing on in-depth interviews with hundreds of the nation's top executives, D. A. Benton explains the 22 vital traits that make a CEO - the leader responsible for making decisions, guiding teams, selling ideas, managing crises, and conquering the mountains before them. You'll penetrate the mystery of why some people make it to the top and some don't, when they're all equally good at their jobs. You'll learn how to avoid getting fired and how to get promoted more quickly, how to enjoy the quality of life you want and deserve, and - if you decide you want to be the Big Boss - how to have the right character traits to get there. These are some of the traits that make a CEO. Are you ready to make them yours? You're gutsy and a little wild - yet modest and in control. You're competitive and tenacious - yet flexible and generous. You're willing to admit mistakes - yet unapologetic. You're secure in yourself - yet constantly improving. You're original and straightforward - yet think before you talk. Make your ascent not only gratifying, but also exhilarating and fun. This is how chiefs run the show - and how you can act like a chief to become a chief, even sooner than you dreamed.

chief business officer youtube: *Startupland* Mikkel Svane, 2014-11-13 The real story of what it takes to risk it all and go for broke. Conventional wisdom says most startups need to be in Silicon Valley, started by young engineers around a sexy new idea, and backed by VC funding. But as Mikkel Svane reveals in *Startupland*, the story of founding Zendesk was anything but conventional. Founded in a Copenhagen loft by three thirty-something friends looking to break free from corporate doldrums, Zendesk Inc. is now one of the hottest enterprise software companies, still rapidly

growing with customers in 150 countries. But its success was anything but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves and their families to travel across the world to California and the unknown, and how the three friends were miraculously still together for Zendesk's IPO and (still growing) success. Much like Zendesk's mission itself—to remove friction, barriers, and mystery in order to make customer service easier and more approachable—Startupland removes some of the myths about startups and startup founders. Mikkel's advice, hard-won through experience, often bucks conventional wisdom and entrepreneurial tropes. He shares why failure (whether fast or slow) is awful, why a seemingly boring product or idea can be the most exciting, why giving back to the community is as important as the bottom line. From how to hire right (look for people who are not offended by swearing) to which personas generate the highest response rates, Mikkel answers the most pressing questions from the perspective of someone still in the trenches and willing to share the hard truth, warts and all. While there are books by consultants who tell you how to build businesses, or by entrepreneurs now running billion-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the reason why they all went on the adventure in the first place. Startupland is indispensable reading for all entrepreneurs who want to make their ideas the next big thing. The book will inspire and empower you to follow your own dream and create your own story.

chief business officer youtube: Green Swans John Elkington, 2020-04-07 Even leading capitalists admit that capitalism is broken. Green Swans is a manifesto for system change designed to serve people, planet, and prosperity. In his twentieth book, John Elkington—dubbed the “Godfather of Sustainability”—explores new forms of capitalism fit for the twenty-first century. If Nassim Nicholas Taleb’s “Black Swans” are problems that can take us exponentially toward breakdown, then “Green Swans” are solutions that take us exponentially toward breakthrough. The success—and survival—of humanity now depends on how we rein in the first and accelerate the second. Green Swans draws on Elkington’s firsthand experience in some of the world’s best-known boardrooms and C-suites. Using case studies, real-world examples, and profiles on emergent technologies, Elkington shows how the weirdest “Ugly Ducklings” of today’s world may turn into tomorrow’s world-saving Green Swans. This book is a must-read for business leaders in corporations great and small who want to help their businesses survive the coming shift in global priorities over the next decade and expand their horizons from responsibility, through resilience, and onto regeneration.

chief business officer youtube: Winning Now, Winning Later David M. Cote, 2020-06-30
LEARN HOW TO GROW YOUR BUSINESS IN A TOUGH ECONOMY In this unpredictable business landscape, everyone is struggling to choose between chasing short-term objectives and creating a secure future for their company, but both are crucial. As CEO of Honeywell, David Cote understood this dilemma well. He turned the company around despite facing the 2008 recession. In these pages, he shows you how taking the same revolutionary approach might be the smartest business decision you’ll ever make. Presenting a comprehensive solution to a perennial problem, *Winning Now, Winning Later* is a go-to guide for you and leaders everywhere to finally transcend short-termism’s daily grind and leave an enduring legacy of success. This tested and proven approach can strengthen your business like never before and even rescue it from the brink of disaster, no matter how dire the current circumstances may seem. In *Winning Now, Winning Later*, Cote shares 10 essential principles for winning today and tomorrow such as: Spot business practices that seem attractive in the short term but will cost the company in the future Determine where and how to invest in growth initiatives for maximum impact Sustain both short-term performance and long-term investments even in challenging times, such as a recession or leadership transition Feel inspired to stand up to investors and managers who are solely focused on either short- or long-term company objectives Step back and foster independent thinking among those around you

chief business officer youtube: The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning Bob Gilbreath, 2009-08-09 THE NEW LAW OF MARKETING "The Next Evolution of Marketing is a true beacon for all brand builders. Many books claim that, Bob's book delivers." Jim Stengel, former Global Marketing Officer, Procter & Gamble "Some timeless truths restored for modern marketing—and many new ones added. An inspiring reminder of the value of brand behavior and how to make it happen." Sir Martin Sorrell, CEO, WPP "Persuasion has given way to sharing, and marketing will never be the same." John Gerzema, Chief Insights Officer, Young & Rubicam, and coauthor of The Brand Bubble "Bob Gilbreath brilliantly shows why we're no longer living in our fathers' marketing era. Better yet, he details how marketing works best when it adds value to people's lives, and he provides a playbook for success." David Meerman Scott, bestselling author of The New Rules of Marketing & PR and World Wide Rave "This book provides a framework and compelling examples for creating the next generation of cultureleading brands." Mark Greatrex, Senior Vice President, Marketing Communications and Insights, The Coca-Cola Company ABOUT THE BOOK: Marketing with Meaning—The Breakthrough Strategy for Connecting with Customers! The old interruptive model of marketing doesn't work. Customers are tuning out. They no longer listen to in-your-face messages. Instead, they demand meaning in the brands they buy and the marketing that reaches them. Marketing strategist Bob Gilbreath's hot new concept, Marketing with Meaning, represents the next evolutionary step in a progression following direct marketing and permission marketing. This groundbreaking methodology engages customers and wins their business by adding value to their lives. Rather than pushing a product or service, Marketing with Meaning woos customers by offering them something of value independent of purchase. In The Next Evolution of Marketing, Gilbreath unveils a revolutionary new approach to business that fills the gaping voids left in bottom lines when people started tuning out. Gilbreath describes the marketing revolution now underway and the powerful forces driving it. Inside, he provides Marketing with Meaning success stories, including: Samsung's laptop and cell phone charging stations, which are now found in more than 50 airports throughout the United States Dove's Campaign for Real Beauty and its viral video "Evolution," which has been viewed more than 100 million times Burger King's Xbox advergames, which helped boost the company's profits by 40 percent in one year This first-ever comprehensive model for creating and managing a meaningful marketing campaign uses in-depth case studies of successful campaigns and explains how to develop and execute a solid strategy for meeting customers' needs. It also arms you with an original set of metrics for precisely measuring the effectiveness of your initiatives. You simply cannot afford to get left behind in advertising's "golden age" of interrupt, tell, and sell marketing. Marketing with Meaning is how your customers demand business be done today and tomorrow. The Next Evolution of Marketing is your guide to surviving and thriving in this marketing revolution.

chief business officer youtube: Scary Smart Mo Gawdat, 2022-12-08 A Sunday Times Business Book of the Year. Scary Smart will teach you how to navigate the scary and inevitable intrusion of Artificial Intelligence, with an accessible blueprint for creating a harmonious future alongside AI. From Mo Gawdat, the former Chief Business Officer at Google [X] and bestselling author of Solve for Happy. Technology is putting our humanity at risk to an unprecedented degree. This book is not for engineers who write the code or the policy makers who claim they can regulate it. This is a book for you. Because, believe it or not, you are the only one that can fix it. - Mo Gawdat Artificial intelligence is smarter than humans. It can process information at lightning speed and remain focused on specific tasks without distraction. AI can see into the future, predict outcomes and even use sensors to see around physical and virtual corners. So why does AI frequently get it so wrong and cause harm? The answer is us: the human beings who write the code and teach AI to mimic our behaviour. Scary Smart explains how to fix the current trajectory now, to make sure that the AI of the future can preserve our species. This book offers a blueprint, pointing the way to what we can do to safeguard ourselves, those we love, and the planet itself. 'No one ever regrets reading anything Mo Gawdat has written.' - Emma Gannon, author of The Multi-Hyphen Method and host of

the podcast Ctrl Alt Delete

chief business officer youtube: Perspectives on Purpose Nina Montgomery, 2019-02-14 Perspectives on Purpose brings together industry leaders to advocate for a more human-centered and socially-conscious future for businesses. Sharing stories from their work at companies like Ben & Jerry's, Sephora, Airbnb, Diageo, VF Corporation, and Hyatt, these authors demonstrate how weaving purpose into the profit-making core of business helps companies do good and do well. Foreword by Jessica Alba and Christopher Gavigan, Co-founders of The Honest Company Chapters by: Jorge Aguilar (Prophet) Tom Andrews (TJALeadership, SYPartners) Maryam Banikarim (Hyatt, NBC Universal, Gannett, Univision) Ila Byrne and Ryan Hunter (Diageo) Corrie Conrad (Sephora) Alexandra Dimiziani (TwentyFirstCenturyBrand, Airbnb) Ambika Gautam Pai (Wolf & Wilhelmine) Heidi Hackemer (And So We Hunt) Sam Hornsby (TRIPTK) Jonathan Jackson (Harvard University, Blavity) Sam Liebeskind (Gin Lane, Wolff Olins) Rob Michalak (Ben & Jerry's) Thomas Ordahl (Landor) Frank Oswald (Columbia University) Sarah Potts (Thorn) Matthew Quint (Columbia Business School) Haley Rushing (The Purpose Institute) Letitia Webster (VF Corporation) Freya Williams (Futerra) Perspectives on Purpose and its sister book, Perspectives on Impact, bring together leading voices from across sectors to discuss how we must adapt our organizations for the twenty-first century world. Perspectives on Purpose looks at the shifting role of the corporation in society through the lens of purpose; Perspectives on Impact focuses on the recalibration of social impact approaches to tackle complex humanitarian, social, and environmental challenges.

chief business officer youtube: Joy, Inc. Richard Sheridan, 2015-01-27 "A guidebook for how leaders can motivate, engage, and recognize their people all the while growing the business profitably." —Forbes.com Every year, thousands of visitors come from around the world to visit Menlo Innovations, a small software company in Ann Arbor, Michigan. They make the trek not to learn about technology but to witness a radically different approach to company culture. CEO Rich Sheridan removed the fear and ambiguity that typically make a workplace miserable. With joy as the explicit goal, he and his team changed everything about how the company was run. The results blew away all expectations. Menlo has won numerous growth awards and was named an Inc. magazine "audacious small company." Joy, Inc. offers an inside look at how Menlo created its culture, and shows how any organization can follow their methods for a more passionate team and sustainable, profitable results.

chief business officer youtube: Leadership, Reinvented Hamza Khan, 2021-03-09 Reinvent yourself and your organization with practical strategies and tools for modern leaders Traditional leadership has been long overdue for reinvention. Become a respected and successful leader in the modern workplace with Leadership, Reinvented. You'll find actionable insights, practical advice, and essential strategies for people in various organizations and levels of leadership. Whether you've recently been promoted, are on track for a promotion, or simply want to overhaul your management style, you'll discover exercises and techniques for developing effective leadership skills based on the four pillars: empathy, serving others, diversity, and innovation. Real examples and anecdotal stories will help you apply your learnings in practical ways, and step-by-step instructions will guide you in building your own road map for success. Leadership, Reinvented includes: An intro to new leadership—Learn more about what it means to be a modern leader and the positive impact new leaders can have on the workplace. Diverse experiences—Reflect on the triumphs and challenges of women, people of color, and members of the LGBTQIA+ community and how their leadership experiences add value to the modern workplace. A leadership road map—Map your path to success with templates and helpful guidance to design your own customized leadership plan. Update your leadership style for the modern workplace with practical strategies for new leaders.

chief business officer youtube: Chief Wellbeing Officer Steven P. MacGregor, Rory Simpson, 2018 Right now is the best time to be alive. Of course, there are significant challenges in all areas of society, yet we are provided like never before with the tools, communication, awareness, and freedom to tackle these challenges head on. Chief Wellbeing Officer is for anyone who wants to help create a more human workplace, be that simply by re-discovering their own humanity at work or by

implementing a strategy for all the workforce. It is a comprehensive and accessible guide for individuals and enterprises of all shapes and sizes to improve health, happiness and to achieve high-performance. In an emerging future that is increasingly digital, artificially intelligent, and always 'on' it is those organizations who increase their care for humans that will thrive. Let Steven and Rory take you on a journey, interwoven with their own stories, experiences and travels, that will allow the right questions to be considered instead of always jumping straight to the answer. Because the future of work is now.

chief business officer youtube: What It Takes Stephen A. Schwarzman, 2019-09-17 NEW YORK TIMES BESTSELLER From Blackstone chairman, CEO, and co-founder Stephen A. Schwarzman, a long-awaited book that uses impactful episodes from Schwarzman's life to show readers how to build, transform, and lead thriving organizations. Whether you are a student, entrepreneur, philanthropist, executive, or simply someone looking for ways to maximize your potential, the same lessons apply. People know who Stephen Schwarzman is—at least they think they do. He's the man who took \$400,000 and co-founded Blackstone, the investment firm that manages over \$500 billion (as of January 2019). He's the CEO whose views are sought by heads of state. He's the billionaire philanthropist who founded Schwarzman Scholars, this century's version of the Rhodes Scholarship, in China. But behind these achievements is a man who has spent his life learning and reflecting on what it takes to achieve excellence, make an impact, and live a life of consequence. Folding handkerchiefs in his father's linen shop, Schwarzman dreamed of a larger life, filled with purpose and adventure. His grades and athleticism got him into Yale. After starting his career in finance with a short stint at a financial firm called DLJ, Schwarzman began working at Lehman Brothers where he ascended to run the mergers and acquisitions practice. He eventually partnered with his mentor and friend Pete Peterson to found Blackstone, vowing to create a new and different kind of financial institution. Building Blackstone into the leading global financial institution it is today didn't come easy. Schwarzman focused intensely on culture, hiring great talent, and establishing processes that allow the firm to systematically analyze and evaluate risk. Schwarzman's simple mantra "don't lose money" has helped Blackstone become a leading private equity and real estate investor, and manager of alternative assets for institutional investors globally. Both he and the firm are known for the rigor of their investment process, their innovative approach to deal making, the diversification of their business lines, and a conviction to be the best at everything they do. Schwarzman is also an active philanthropist, having given away more than a billion dollars. In philanthropy, as in business, he is drawn to situations where his capital and energy can be applied to drive transformative solutions and change paradigms, notably in education. He uses the skills learned over a lifetime in finance to design, establish, and support impactful and innovative organizations and initiatives. His gifts have ranged from creating a new College of Computing at MIT for the study of artificial intelligence, to establishing a first-of-its-kind student and performing arts center at Yale, to enabling the renovation of the iconic New York Public Library, to founding the Schwarzman Scholars fellowship program at Tsinghua University in Beijing—the single largest philanthropic effort in China's history from international donors. Schwarzman's story is an empowering, entertaining, and informative guide for anyone striving for greater personal impact. From deal making to investing, leadership to entrepreneurship, philanthropy to diplomacy, Schwarzman has lessons for how to think about ambition and scale, risk and opportunities, and how to achieve success through the relentless pursuit of excellence. Schwarzman not only offers readers a thoughtful reflection on all his own experiences, but in doing so provides a practical blueprint for success.

chief business officer youtube: *From the CEO's Perspective: Leadership in Their Own Words* Teri Citterman, 2014-07-16 Nearly 60% of U.S. companies face a leadership talent shortage. As we face fast-changing technology, global competition and a multi-generational workforce, that shortage has frightening implications for today's organizations and America's future. Driven by her own passion for leadership, Teri Citterman was inspired to ask 20 top CEOs what they are doing to develop leaders in this unprecedented time. These leaders share their own stories and inspirations,

identify the must-have leadership traits (and derailers) for the future and offer provocative and unconventional advice. As you read about leadership in their words, you'll be challenged to define your views on leadership and to take action. Learn from the best and you can't help but be a more thoughtful, deliberate and effective leader. Includes CEO's perspectives from: Alaska Airlines Aptio Ben Bridge Jewelers Columbia Hospitality Gravity Payments GreenRubino International Community Health Services JP Morgan Chase Maveron NBC - KING 5 Oki Golf Project Bionic Seattle Foundation Seattle Metropolitan Chamber of Commerce Seattle University Special Olympics of Washington Ste. Michelle Wine Estates Tom Douglas Restaurants University of Washington Medicine Xtreme Consulting Ever wish you could take a peek into the brains of some of today's top business leaders to find out what they really think and what distinguishes them from their peers? You've come to the right place. Surprising, insightful and powerful don't even begin to capture what Teri has assembled here. Bob Rosner, author of the Wall Street Journal bestseller *The Boss's Survival Guide*, Seattle, Washington In a sea of too many leadership books, there are three reasons to read *From the CEO's Perspective*. First, author Teri Citterman is a phenomenal writer, and brings punch to the topic of leadership. Second, Teri lets a group of fantastic CEOs tell you their stories, so that you get direct insights from those who have been there and done that. Third, Teri brings her own unique experiences to the table, so that you get the additional perspective of a great writer, coach, and someone who is passionate about how we create more leaders in a world that needs them. I guarantee you that you will find at least one nugget of wisdom in this book that more than justifies your investment in reading it. Andrew Neitlich, Founder and Director, Center for Executive Coaching, Sarasota, Florida

chief business officer youtube: *Play Nice But Win* Michael Dell, James Kaplan, 2021-10-05 WALL STREET JOURNAL BESTSELLER From Michael Dell, renowned founder and chief executive of one of America's largest technology companies, the inside story of the battles that defined him as a leader In 1984, soon-to-be college dropout Michael Dell hid signs of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd do next could ensure its legacy—or destroy it completely. *Play Nice But Win* is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts.

chief business officer youtube: *Restoring the Soul of Business* Rishad Tobaccowala, 2020-01-28 From old-fashioned bricks-and-mortars to cutting-edge startups, businesses are moving into uncharted territory as they determine how to move from an analog past to a digital future effectively. How can you make sure not to leave human instinct behind? Businesses are leaving behind traditional meetings in favor of virtual ones, transitioning from surveys and studies to analytics and algorithms. The startling and often unacknowledged truth is that the promise of digital transformation can only be realized when we find a way to balance it with the promise of people. In the end, it's the people that matter, and companies must never forget the soul that drives them. In *Restoring the Soul of Business*, business leader Rishad Tobaccowala teaches you to: Understand how to unleash the significant benefit that can be realized by combining emotion and data, human and machine, analog and digital. Spot the warning signs of data-blinded companies: cold cultures with little human interaction, poor innovation stemming from discouraged employees who don't contribute ideas, and poor customer service due to automated, robotic processes. Explore how

organizations of various sizes and from different industries have successfully reoriented their thinking on how to fuse technology and humanity. Gain skills to become an expert in connections critical to growth and success, including the connection between being creative and using technology. Everyone working in an organization will find penetrating observations and guidance about how and why establishing the proper balance between human intuition and creativity and data-driven insights can lead to increased revenue, profitability, retention—and even joy—in their careers and business. Restoring the Soul of Business provides practical tools and techniques that every organization can and should implement, and challenges you to move forward with the kind of balance that capitalizes transformation and produces one great success after another.

chief business officer youtube: The Digital Marketer Larry Weber, Lisa Leslie Henderson, 2014-04-21 Big data. Digital loyalty programs. Predictive analytics. Contextualized content. Are you ready? These are just a few of the newest trends in digital marketing that are part of our everyday world. In The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric, digital marketing guru Larry Weber and business writer and consultant Lisa Leslie Henderson explain the latest digital tools and trends used in today's marketing initiatives. The Digital Marketer explains: The ins and outs of this brave new world of digital marketing The specific techniques needed to achieve high customer engagement The modern innovations that help you outperform the competition The best targeting and positioning practices for today's digital era How customer insights derived from big and small data and analytics, combined with software, design, and creativity can create the customer experience differential With the authors' decades of combined experience filling its pages, The Digital Marketer gives every marketer the tools they need to reinvent their marketing function and business practices. It helps businesses learn to adapt to a customer-centric era and teaches specific techniques for engaging customers effectively through technology. The book is an essential read for businesses of all sizes wanting to learn how to engage with customers in meaningful, profitable, and mutually beneficial ways.

chief business officer youtube: *Driving Digital Strategy* Sunil Gupta, 2018-07-24 Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

chief business officer youtube: The Employee Experience Advantage Jacob Morgan, 2017-03-01 Research Shows Organizations That Focus on Employee Experience Far Outperform Those That Don't Recently a new type of organization has emerged, one that focuses on employee experiences as a way to drive innovation, increase customer satisfaction, find and hire the best people, make work more engaging, and improve overall performance. The Employee Experience Advantage is the first book of its kind to tackle this emerging topic that is becoming the #1 priority for business leaders around the world. Although everyone talks about employee experience nobody has really been able to explain concretely what it is and how to go about designing for it...until now.

How can organizations truly create a place where employees want to show up to work versus need to show up to work? For decades the business world has focused on measuring employee engagement meanwhile global engagement scores remain at an all time low despite all the surveys and institutes that been springing up tackle this problem. Clearly something is not working. Employee engagement has become the short-term adrenaline shot that organizations turn to when they need to increase their engagement scores. Instead, we have to focus on designing employee experiences which is the long term organizational design that leads to engaged employees. This is the only long-term solution. Organizations have been stuck focusing on the cause instead of the effect. The cause is employee experience; the effect is an engaged workforce. Backed by an extensive research project that looked at over 150 studies and articles, featured extensive interviews with over 150 executives, and analyzed over 250 global organizations, this book clearly breaks down the three environments that make up every single employee experience at every organization around the world and how to design for them. These are the cultural, technological, and physical environments. This book explores the attributes that organizations need to focus on in each one of these environments to create COOL spaces, ACE technology, and a CELEBRATED culture. Featuring exclusive case studies, unique frameworks, and never before seen research, The Employee Experience Advantage guides readers on a journey of creating a place where people actually want to show up to work. Readers will learn: The trends shaping employee experience How to evaluate their own employee experience using the Employee Experience Score What the world's leading organizations are doing around employee experience How to design for technology, culture, and physical spaces The role people analytics place in employee experience Frameworks for how to actually create employee experiences The role of the gig economy The future of employee experience Nine types of organizations that focus on employee experience And much more! There is no question that engaged employees perform better, aspire higher, and achieve more, but you can't create employee engagement without designing employee experiences first. It's time to rethink your strategy and implement a real-world framework that focuses on how to create an organization where people want to show up to work. The Employee Experience Advantage shows you how to do just that.

chief business officer youtube: Videocracy Kevin Allocca, 2018-01-23 From YouTube's Head of Culture and Trends, a rousing and illuminating behind-the-scenes exploration of internet video's massive impact on our world. Whether your favorite YouTube video is a cat on a Roomba, "Gangnam Style," the "Bed Intruder" song, an ASAPscience explainer, Rebecca Black's "Friday," or the "Evolution of Dance," Kevin Allocca's Videocracy reveals how these beloved videos and famous trends--and many more--came to be and why they mean more than you might think. YouTube is the biggest pool of cultural data since the beginning of recorded communication, with four hundred hours of video uploaded every minute. (It would take you more than sixty-five years just to watch the vlogs, music videos, tutorials, and other content posted in a single day!) This activity reflects who we are, in all our glory and ignominy. As Allocca says, if aliens wanted to understand our planet, he'd give them Google. If they wanted to understand us, he'd give them YouTube. In Videocracy, Allocca lays bare what YouTube videos say about our society and how our actions online--watching, sharing, commenting on, and remixing the people and clips that captivate us--are changing the face of entertainment, advertising, politics, and more. Via YouTube, we are fueling social movements, enforcing human rights, and redefining art--a lot more than you'd expect from a bunch of viral clips.

chief business officer youtube: The Mystery of Mrs. Christie Marie Benedict, 2020-12-29 THE INSTANT NEW YORK TIMES AND USA TODAY BESTSELLER! A stunning story... The ending is ingenious, and it's possible that Benedict has brought to life the most plausible explanation for why Christie disappeared for 11 days in 1926.—The Washington Post The New York Times and USA Today bestselling author of The Only Woman in the Room returns with a thrilling reconstruction of one of the most notorious events in literary history: Agatha Christie's mysterious 11-day disappearance in 1926. In December 1926, Agatha Christie goes missing. Investigators find her empty car on the edge of a deep, gloomy pond, the only clues some tire tracks nearby and a fur coat

left in the car—strange for a frigid night. Her World War I veteran husband and her daughter have no knowledge of her whereabouts, and England unleashes an unprecedented manhunt to find the up-and-coming mystery author. Eleven days later, she reappears, just as mysteriously as she disappeared, claiming amnesia and providing no explanations for her time away. The puzzle of those missing eleven days has persisted. With her trademark historical fiction exploration into the shadows of the past, acclaimed author Marie Benedict brings us into the world of Agatha Christie, imagining why such a brilliant woman would find herself at the center of such murky historical mysteries. What is real, and what is mystery? What role did her unfaithful husband play, and what was he not telling investigators? Agatha Christie novels have withstood the test of time, due in no small part to Christie's masterful storytelling and clever mind that may never be matched, but Agatha Christie's untold history offers perhaps her greatest mystery of all. Fans of *The Secrets We Kept*, *The Lions of Fifth Avenue*, and *The Alice Network* will enjoy this riveting saga of literary history, suspense, and love gone wrong. Other Bestselling Historical Fiction from Marie Benedict: *Lady Clementine* *The Only Woman in the Room* *Carnegie's Maid* *The Other Einstein*

chief business officer youtube: Work Disrupted Jeff Schwartz, 2021-01-07 If you only read one book on the future of work, *Work Disrupted: Opportunity, Resilience, and Growth in the Accelerated Future of Work* should be that book. The future of work swept in sooner than expected, accelerated by Covid-19, creating an urgent need for new maps, new mindsets, new strategies-- and most importantly, a trusted guide to take us on this journey. That guide is Jeff Schwartz. A founding partner of Deloitte Consulting's Future of Work practice, Schwartz brings clarity, humor, wisdom, and practical advice to the future of work, a topic surrounded by misinformation, fear, and confusion. With a fundamental belief in the power of human innovation and creativity, Schwartz presents the key issues, critical choices, and potential pitfalls that must be on everyone's radar. If you're anxious about robots taking away your job in the future, you will take comfort in the realistic perspective, fact-based insights, and practical steps Schwartz offers. If you're not sure where to even begin to prepare, follow his level-headed advice and easy-to-follow action plans. If you're a business leader caught between keeping up, while also being thoughtful about the next moves, you will appreciate the playbook directed at you. If you're wondering how Covid-19 will change how and where you will work, *Work Disrupted* has you covered. Written in a conversational style by Schwartz, with Suzanne Riss, an award-winning journalist and book author, *Work Disrupted* offers a welcome alternative to books on the topic that lack a broad perspective or dwell on the problems rather than offer solutions. Timely and insightful, the book includes the impact of Covid-19 on our present and future work. Interviews with leading thinkers on the future of work offer additional perspectives and guidance. Cartoons created for the book by leading business illustrator Tom Fishburne bring to life the reader's journey and the complex issues surrounding the topic. Told from the perspective of an economist, management advisor, and social commentator, *Work Disrupted* offers hope--and practical advice--exploring such topics as: How we frame what lies ahead is a critical navigational tool. Discover the signposts that can serve as practical guides for individuals who have families to support, mortgages to pay, and want to stay gainfully employed no matter what the future holds. The importance of recognizing the rapidly evolving opportunities in front of us. Learn how to build resilience—in careers, organizations, and leaders—for what lies ahead. Why exploring new mental models helps us discover the steps we need to take to thrive. Individuals can decide how to protect their livelihood while businesses and public institutions can consider how they can lead and support workforces to thrive in twenty-first-century careers and work. Jeff's marvelous book is a roadmap for the new world of work with clear signposts. His insights will help readers discover opportunities, take action, and find hope in uncertain times. The ideas are fresh, beautifully crafted, and immediately applicable. This is not only a book to be read, but savored and used. —Dave Ulrich, Rensis Likert Professor, Ross School of Business, University of Michigan; Partner, the RBL Group; Co-author *Reinventing the Organization*

chief business officer youtube: Streampunks Robert Kyncl, Maany Peyvan, 2017-09-05 An entertainment and tech insider—YouTube's chief business officer—delivers the first detailed account

of the rise of YouTube, the creative minds who have capitalized on it to become pop culture stars, and how streaming video is revolutionizing the media world. In the past ten years, the internet video platform YouTube has changed media and entertainment as profoundly as the invention of film, radio, and television did, more than six decades earlier. *Streampunks* is a firsthand account of this upstart company, examining how it evolved and where it will take us next. Sharing behind-the-scenes stories of YouTube's most influential stars—*Streampunks* like Tyler Oakley, Lilly Singh, and Casey Neistat—and the dealmakers brokering the future of entertainment like Scooter Braun and Shane Smith, Robert Kyncl uses his experiences at three of the most innovative media companies, HBO, Netflix, and YouTube, to tell the story of streaming video and this modern pop culture juggernaut. Collaborating with Google speechwriter Maany Peyvan, Kyncl explains how the new rules of entertainment are being written and how and why the media landscape is radically changing, while giving aspiring *Streampunks* some necessary advice to launch their own new media careers. Kyncl persuasively argues that, despite concerns about technology impoverishing artists or undermining artistic quality, the new media revolution is actually fueling a creative boom and leading to more compelling, diverse, and immersive content. Enlightening, surprising, and thoroughly entertaining, *Streampunks* is a revelatory ride through the new media rebellion that is reshaping our world.

chief business officer youtube: Essentialism Greg McKeown, 2014-04-15 THE LIFE-CHANGING NEW YORK TIMES BESTSELLER • MORE THAN TWO MILLION COPIES SOLD • Now in a 10th anniversary edition featuring a new introduction and bonus 21-day challenge. "Essentialism holds the keys to solving one of the great puzzles of life: How can we do less but accomplish more?"—Adam Grant, bestselling author of *Think Again* Essentialism isn't about getting more done in less time. It's about getting only the right things done. Have you ever found yourself stretched too thin? Are you often busy but not productive? Do you feel like your time is constantly being hijacked? If you answered yes to any of these, the way out is the Way of the Essentialist. Essentialism is more than a time-management technique. It is a systematic discipline for discerning what is absolutely essential, then eliminating everything that is not, so we can make the highest possible contribution toward the things that really matter. By forcing us to apply more selective criteria for where to spend our precious time and energy, the disciplined pursuit of less empowers us to reclaim control of our own choices, instead of giving others the implicit permission to choose for us. Essentialism is not one more thing to do. It's a whole new way of doing less, but better, in every area of our lives. Join the millions of people who have used Essentialism to change their outlook on the world.

chief business officer youtube: Inspiring Leadership Jonathan Perks MBE, 2013-04-30 Do you consider yourself to be a successful leader, or do you aspire to be so? If so then this book is for you. Do you wish to lead your teams in the most effective and energising way? Are you a follower seeking to be well led? Are you in the business of helping others to improve their performance? If you answer yes to any of these questions then you'll find much to help you in these pages. From the authors own practical experience, from his observation of other leaders and from his wide research he found that people who have become highly respected usually display the eight characteristics described within the inspiring leadership philosophy. Employing these qualities is how they manage to get others to follow them willingly. You could do the same. A coaching client, Sarah Jane Mills, who critically reviewed a draft of this book, described the benefits as follows: This is a fresh approach to leadership and it is named perfectly. It brings together a wealth of different ideas and concepts under a very clear and simple set of 8 principles. This is about leadership based on relationship. It gives people permission to be inspiring leaders. You can analyse your own strengths, weaknesses, opportunities and threats using the compass and you will be given a set of tools to develop your skill so you become a better inspiring leader. If you focus on these principles you will affect others in a highly positive way.

chief business officer youtube: Turn the Ship Around! L. David Marquet, 2013-05-16 "One of the 12 best business books of all time.... Timeless principles of empowering leadership." - USA

Today The best how-to manual anywhere for managers on delegating, training, and driving flawless execution.” —FORTUNE Since *Turn the Ship Around!* was published in 2013, hundreds of thousands of readers have been inspired by former Navy captain David Marquet’s true story. Many have applied his insights to their own organizations, creating workplaces where everyone takes responsibility for his or her actions, where followers grow to become leaders, and where happier teams drive dramatically better results. Marquet was a Naval Academy graduate and an experienced officer when selected for submarine command. Trained to give orders in the traditional model of “know all-tell all” leadership, he faced a new wrinkle when he was shifted to the Santa Fe, a nuclear-powered submarine. Facing the high-stress environment of a sub where there’s little margin for error, he was determined to reverse the trends he found on the Santa Fe: poor morale, poor performance, and the worst retention rate in the fleet. Almost immediately, Marquet ran into trouble when he unknowingly gave an impossible order, and his crew tried to follow it anyway. When he asked why, the answer was: “Because you told me to.” Marquet realized that while he had been trained for a different submarine, his crew had been trained to do what they were told—a deadly combination. That’s when Marquet flipped the leadership model on its head and pushed for leadership at every level. *Turn the Ship Around!* reveals how the Santa Fe skyrocketed from worst to first in the fleet by challenging the U.S. Navy’s traditional leader-follower approach. Struggling against his own instincts to take control, he instead achieved the vastly more powerful model of giving control to his subordinates, and creating leaders. Before long, each member of Marquet’s crew became a leader and assumed responsibility for everything he did, from clerical tasks to crucial combat decisions. The crew became completely engaged, contributing their full intellectual capacity every day. The Santa Fe set records for performance, morale, and retention. And over the next decade, a highly disproportionate number of the officers of the Santa Fe were selected to become submarine commanders. Whether you need a major change of course or just a tweak of the rudder, you can apply Marquet’s methods to turn your own ship around.

chief business officer youtube: The Whole Foods Diet John Mackey, Alona Pulde, Matthew Lederman, 2017-04-11 The definitive guide to the optimum diet for health and wellness, from the founder of Whole Foods Market and the doctors of Forks Over Knives. The Whole Foods Diet simplifies the huge body of science, research, and advice that is available today and reveals the undeniable consensus: a whole foods, plant-based diet is the optimum diet for health and longevity. Standing on the shoulders of the Whole Foods Market brand and featuring an accessible 28-day program, delicious recipes, inspirational success stories, and a guilt-free approach to plant-based eating, The Whole Foods Diet is a life-affirming invitation to become a Whole Foodie: someone who loves to eat, loves to live, and loves to nourish themselves with nature's bounty. If Whole Foods Market is shorthand for a food revolution (*The New Yorker*), then The Whole Foods Diet will give that revolution its bible - the unequivocal truth about what to eat for a long, healthy, disease-free life.

chief business officer youtube: The Bigs Ben Carpenter, 2014-04-11 What is The Bigs? In baseball, the bigs is slang for the big leagues. When you become responsible for yourself, and you are being paid to do a job, you are in the big leagues. The real world is tough, competitive, and much is expected. This is a quintessentially American story of one man's journey through his career and life. Wall Street veteran Ben Carpenter chronicles the people he met, the experiences he had, the mistakes he made, and what he learned along the way. Readers will encounter a colorful cast of real-life characters which include Big Hank, Hoops, Sweater Girl, The Zombies, Mr. Nuts, The Cheese, Deep Throat, and The RAT. Their tales illuminate Carpenter's progress from newly minted liberal arts graduate, to the owner of an out-of-control bar in Manhattan, to the CEO of a major international investment company. While the real world can be very fun, it's also very much a battle, and that battle is not easy for anyone. The Bigs is an eye-opening book with specific, comprehensive, and practical advice you won't hear anywhere else. This is a book that parents will want to read and give to their children—and their children will want to read and share with their friends.

chief business officer youtube: Good Is the New Cool Afdhel Aziz, Bobby Jones, 2016-10-25

"We are at a crossroads: either we can try to prop up the old, broken marketing model, or we can create a new model, one that is fit for the unique challenges of today." —From *Good Is the New Cool*

Marketing has an image problem. Media-savvy millennials, and their younger Gen Z counterparts, no longer trust advertising, and they demand increased social responsibility from their brands—while still insisting on cutting-edge products with on-trend design. As always, brands need to be cool—but now they need to be good, too. It's a tall order, and with new technology empowering consumers to bypass advertisements altogether, it won't be long before the old, advertising-based marketing model goes the way of the major label. If only there was a new model, one that allowed companies to address environmental, civic, and economic issues in a way that grew their brand and business, while giving back to society, and re-branding branding as a powerful force for good. Enter *Good is The New Cool*, a bold new manifesto from marketing experts Afdhel Aziz and Bobby Jones. In provocative, whip-smart, and streetwise style, they take aim at conventional marketing, posing the questions few have had the vision and courage to ask: If the system is broken, how can we fix it? Rather than sinking money into advertising, why not create a new model, in which great marketing optimizes life? With seven revolutionary new principles—from "Treat People as Citizens, Not Consumers," to "Lead with the Cool"—and insights and interviews from a new generation of marketers, social entrepreneurs, and leaders of such brands as Zappos, Citibank, The Honest Company, as well as the culture creators working with artists like Lady Gaga, Pharrell, and Justin Bieber, this rule-breaking book is the new business model for the twenty-first century, and a call to action for anyone committed to building a better tomorrow. This visionary book won't just change your business—it will change the world.

chief business officer youtube: *YouTube Channels For Dummies* Rob Ciampa, Theresa Go, Matt Ciampa, Rich Murphy, 2020-08-03 Create a YouTube channel that draws subscribers with top-notch content YouTube has the eyes and ears of two billion monthly users. *YouTube Channels for Dummies*, 2nd Edition offers proven steps to attracting a chunk of those billions to your personal or business channel. This updated guide offers insight from a quartet of YouTube channel content creators, managers, marketers, and analysts as they share the secrets of creating great content, building an audience, and interacting with your viewers. The book includes information on: · Setting up a channel · Creating videos that attract viewers · Putting together a video studio · Editing your final product · Reaching your target audience · Interacting with your fans · Building a profitable business · Tips on copyright law Written for both the budding YouTube creator and the business professional seeking to boost their company's profile on the popular social networking site, *YouTube Channels for Dummies* allows its readers to access the over two billion active YouTube users who log on each day. Learn how to create a channel, build a YouTube following, and get insight on content creation, planning, and marketing from established YouTube creators.

chief business officer youtube: *Become a YouTuber* Cristina Calabrese, 2017-11-29 GET EYES ON YOUR VIDS If you're the type who goes to YouTube for everything from entertainment to information to a way to communicate with your friends, this is the book you need to build a channel worth subscribing to. Packed with the advice of a video production teacher who's created her own channel, this book offers step-by-step advice for building a YouTube audience. Launch your channel - establish a home on YouTube where people can find your work Create your videos - apply production tricks to create videos that viewers watch over and over again Collaborate with your audience - build a relationship with your viewers that helps your audience grow

chief business officer youtube: *Simple Truths of Leadership* Ken Blanchard, Randy Conley, 2022-01-31 Leadership legend and bestselling author Ken Blanchard and trust expert and thought leader Randy Conley present this carefully curated collection of fifty-two essential leadership principles that are easy to implement and practice. Effective leadership is an influence process where leaders implement everyday, commonsense approaches that help people and organizations thrive. Yet somehow, many of these fundamental principles are still missing from most workplaces. In *Simple Truths of Leadership*, legendary servant leadership expert Ken Blanchard, whose books have sold millions of copies worldwide, and his colleague Randy Conley, known and recognized for

his many years of thought leadership and expertise in the field of trust, share fifty-two Simple Truths about leadership that will help leaders everywhere make commonsense leadership common practice. Readers will discover profound, memorable, and in some cases counterintuitive leadership wisdom such as • Who should make the first move to extend trust • What role a successful apology plays in building trust • When to use different strokes (leadership styles) for different folks—and for the same folks • Where the most important part of leadership happens • How to create autonomy through boundaries • Why the key to developing people is catching them doing something right A fun, easy read that will make a positive difference in leadership and organizational success, Simple Truths of Leadership will show readers how to incorporate simple but essential practices into their leadership style, build trust through servant leadership, and enhance their own lives and the lives of everyone around them.

chief business officer youtube: The Chief Reinvention Officer Handbook Nadya Zhexembayeva, 2020-07-14

chief business officer youtube: The Business of Belonging David Spinks, 2021-03-23 A tactical primer for any business embarking on the critical work of actively building community.—Seth Godin, Author, *This is Marketing* This book perfectly marries the psychology of communities, with the hard-earned secrets of someone who's done the real work over many years. David Spinks is the master of this craft.—Nir Eyal, bestselling author of *Hooked* and *Indistractable* The rise of the internet has brought with it an inexorable, almost shockingly persistent drive toward community. From the first social networks to the GameStop trading revolution, engaged communities have shown the ability to transform industries. Businesses need to harness that power. As business community expert David Spinks shows in *The Business of Belonging: How to Make Community your Competitive Advantage*, the successful brands of tomorrow will be those that create authentic connection, giving customers a sense of real belonging and unlocking unprecedented scale as a result. In his career of over 10 years in the business of building community, Spinks has learned what a winning community strategy looks like. From the fundamental concepts—including how community drives measurable business value and what the appropriate metrics are—to high-level community design and practical engagement techniques, *The Business of Belonging* is an epic journey into the world of community building. This book is for decision makers who want to better understand the value and opportunity of community, and for community professionals who want to level up their strategy. Featuring a foreword by Startup Grind and Bevy cofounder Derek Andersen, it will give you a step-by-step model for strategically planning, creating, facilitating, and measuring communities that drive business growth. Attracting and retaining community members who are also loyal customers, brand evangelists, and leaders—that's the goal for today's connected businesses, and this book is the map to getting there.

chief business officer youtube: *Trust-Based Leadership* Mike Ettore, 2020-05-16 Corporate America is experiencing an ever-increasing shortage of qualified leaders. Thousands of older executives and other senior leaders are now retiring, creating unprecedented promotion opportunities. Competition for vacant leadership roles will be fierce, but if you desire to serve in a leadership role (or a more senior leadership role), there's a high probability that the opportunity will be yours for the taking!

chief business officer youtube: **Streampunks** Robert Kyncl, Maany Peyvan, 2017-09-07
Axiom Business Book Award Winner! Something massive is shifting in the world of entertainment. Across the planet, humans spend more of their free time watching video than doing anything else. But increasingly it's not TV they're watching, but online video. In 2016, Swedish vlogger PewDiePie made a record \$15 million from his YouTube videos, beating Hollywood A-listers like Harrison Ford, Julia Roberts and Amy Adams. Something massive is shifting in the world of entertainment. Since its founding in 2005, YouTube has become the first and only truly global media platform, with over a billion users worldwide. It has changed the media industry as profoundly as the development of radio, film and television. In *Streampunks*, YouTube's Chief Business Officer Robert Kyncl gets to the heart of this creative revolution through behind-the-scenes stories of its biggest

stars - YouTubers like Tyler Oakley, Lilly Singh, and Casey Neistat-and the dealmakers brokering the future of media, like Scooter Braun, who scouted 12-year old Justin Bieber on YouTube, and Vice media mogul Shane Smith who used the platform to turn young people onto news and current affairs. By giving anyone with a smartphone their own TV channel, YouTube is fuelling a new creative boom. Not only is it generating the new faces of entertainment, but also changing how students are taught, how social issues are discussed and how small businesses advertise and develop. Streampunks is the definitive book on the modern pop-culture juggernaut Youtube, the platform remaking the face of entertainment.

chief business officer youtube: Cyber War...and Peace Nicholas Shevelyov, 2021-07-27 When evil men plot, good men must plan. -Martin Luther King, Jr. If anything is guaranteed about the future, it's that technological innovation will advance more quickly each year. But progress isn't just for those with good intentions. The technology that empowers you can also imperil you, making digital risk management an existential priority for your company. Some of our most famous predecessors also faced unprecedented obstacles, and their stories are more than good folklore-they provide us with principles that transcend time and space. In Cyber War...and Peace, Nick Shevelyov shares how lessons learned from history's most poignant moments reveal strategies to help manage risk in today's-and tomorrow's-digital landscape. Nick's insight and analysis will introduce you to concepts that will increase resiliency within your organization, no matter its size. This exploration of history, strategy, and the digital world around us will challenge you to reexamine the past, solve new problems, and embrace timeless techniques.

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