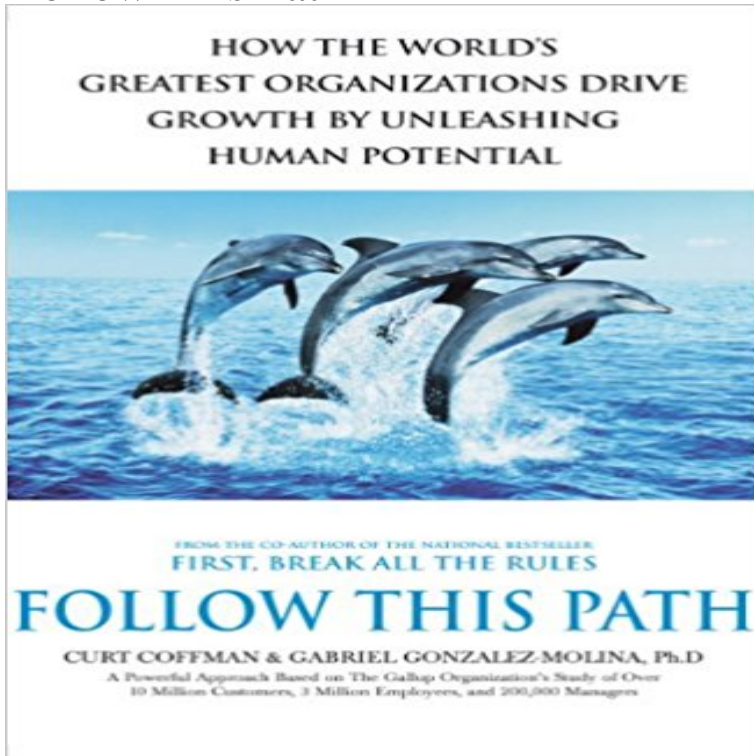


Follow This Path



Follow This Path is a ten-step programme for making your company more profitable by understanding that both employees and customers are people with emotional and psychological needs and wants. People are not rational utility-maximizers acting on perfect information, as in economic theory. Rather, as both customer and employee, they want to form economic relationships - like any other kind of relationship - that are based on trust and emotional connection. If they succeed in forming such relationships, they engage (a key word in the book, and a central theme) with an organization, and will ultimately prove more profitable to it. The authors draw on years of Gallup surveys to show how engagement leads to profitability, and back up their claims with research and statistics based on Gallup findings.

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