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Dev Patnaik, Author of
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Business4Better Keynote

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*When They Create (And Why
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One)*

Hard-Wired to Lead: Why I
wrote this Book Series A
Shocking New Look at the
2008 Housing Crisis |
Amanpour and Company **The**

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**\$8,000/hr strategy you need
to deploy in your business**

Wired To Care How Companies

Wired to Care: How Companies
Prosper When They Create
Widespread Empathy.

Hardcover - January 9, 2009.

by. Dev Patnaik (Author) >

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*Wired to Care: How Companies
Prosper When They Create ...*

Wired to Care: How Companies
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[Hardcover] Patnaik, Dev

This book is in pretty great shape. No

writing/highlighting. Has minimal shelf wear. Fast shipping + tracking ID with Prime and a 100% hassle-free guaranteed return policy.

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Widespread Empathy PRAISE

FOR Wired to Care “Wired to
Care describes how to

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recovered the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can create a more empathic—and much more successful—business.”

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*Wired to Care: How Companies
Prosper When They Create ...*

Wired to Care looks at real customer empathy as a primary tool for companies who want to connect with the world in real, positive

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ways. The case studies give life to the theory and show how empathy is not only a weapon that gives competitive advantage, but also creates things people need for a healthy life in society.

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*Wired to Care: How Companies
Prosper When They Create ...*

“Wired to Care describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev

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Patnaik shows how you can create a more empathic—and much more successful—business.” — CHIP HEATH, author of Made to Stick “Wired to Care will convince you that businesses succeed with their hearts as

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How Companies Prosper
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much as their heads.

Widespread Empathy Dev
Amazon.com: Wired to Care:
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getAbstract Book Review:
Wired to Care Executives
often know little about the

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people who buy their
companies' products and
services. This is not
surprising. To study people,
you must care about them.
However, most companies
eliminate empathy from their
operations. In essence, they

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proceed as if they have
calculating, survival-bent
reptile brains.

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companies prosper when they

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create widespread empathy /

Dev Patnaik with Peter
Mortensen. p. cm. ISBN

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alk. paper) 1.

Organizational eff

ectiveness. 2. Empathy. 3.

Interpersonal relations. 4.

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Success in
business--Psychological
aspects. I. Mortensen,
Peter, 1981- II. Title.

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Wired to Care: How Companies

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Prosper When They Create ...

Wired to Care shows how businesses can use empathy to make connections with customers and discover what they really want. At a company-wide level, this kind of empathy leads to

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growth, and it can be a game changer for individual employees.

*Wired to Care by Dev Patnaik
and Peter Mortensen*

“Wired to Care describes how to recover the basic human

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abilities of empathy that
may be buried by your day-to-
day business routines. Dev
Patnaik shows how you can
create a more empathic—and
much more
successful—business.” Chip
Heath Author, Made to Stick

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“Why should you care about Wired to Care? Because this book will not only make you better at business - it will make you better at life!

*Wired to Care - Jump
Associates*

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In our summary of Wired to Care, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to

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reach outside of ourselves
and connect with other
people. Patnaik is a founder
and principal of Jump
Associates, an innovation
strategy firm.

Wired to Care: How Companies

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Prosper When They Create ...

“Wired to Care offers a
roadmap to success paved
with empathy. The bottom
line is better profits,
better products, and happier
employees. There is a better
day for business

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(thankfully) when companies
are wired to care. ROBYN
WATERS, former VP of Trend,
Target Stores, and author
of The Hummer and the Mini .
Blurring the Line Between
Inside and Out

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Wired to Care: How Companies Prosper When They Create . . .

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Patniak
Wired to Care: how companies prosper when they create

widespread empathy by Dev

Patniak with Peter Mortensen

©2009 explains the

importance of empathy and

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how to spread it around.

While written for businesses, this is a book that all school leaders should read and act on.

Wired to Care: how companies prosper when they create ...

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Step into the shoes of your consumer and innovate from their perspective is the not so secret innovation secret of companies such as Nike, Pixar, Netflix and IBM.

That's the pitch in *Wired to Care: How Companies Prosper*

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When They Create Widespread
Empathy by Stanford
professor and TED speaker,
Dev Patnaik.

*Speed Summary: Wired to Care
- Brand Genetics*

Wired to Care. How Companies

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Prosper When They Create
Widespread Empathy. By Dev
Patnaik with Peter

Mortensen. Published by
Pearson/Financial Times

Press List Price: \$24.99

Length: 272 pages Trim Size:

5½" x 8" ISBN: 0-13-714234X

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Book URL:

www.wiredtocare.com. What's
the critical difference

between Nike and every other
shoe company on the planet?

*Wired to Care Preview - Jump
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Wired to Care

. Starred Review. A veteran business strategist and adjunct faculty member at Stanford Univ., Patnaik explores the role of empathy

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in successful companies,
producing a thoughtful,
practical meditation on the
power of walking in someone
else's shoes.

Wired to Care (???)

Movies & TV Former US Air

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Force Fighter Pilot Breaks
Down 12 Fighter Pilot Scenes
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Air Force fighter pilot
Christine "Grinder" Mau
examines some flying and
dogfighting ...

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WIRED When They Create

You've probably suspected that your cable company has been overcharging you, but they specialize in covering their tracks so it's hard to pinpoint exactly what they've been doing. In a U.S.

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Senate report this week
Charter and Time Warner
Cable admitted that they
overcharged customers \$7.2
million in cable box fees
alone last year. Of course,
that's not the only way that
customers are ...

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*Your Cable Company is
Secretly Stealing from You*

Wire Crimpers; Wire
Strippers; Hot Knives; Heat
Guns and Blowers; Glue and
Adhesive Guns; Soldering
Tools and Torches; Cable Tie

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& Clamping Tools; Sleeving &
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Wire Installation Tools;
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