



Rules to Break and Laws to Follow: How Your Business Can Beat the Crisis of Short-Termism (Microsoft Executive Leadership Series)

Don Peppers, Martha Rogers

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Praise for *Rules to Break & Laws to Follow: How Your Business Can Beat the Crisis of Short-Termism*

"A fascinating, highly readable synthesis of business principles, technology, sociology and common sense, *Rules to Break and Laws to Follow* persuasively shows the connection between customer trust and business profits, and then explains how to make it happen. As a bonus, you'll learn how to make your company more innovative, how to ensure your employees actually enjoy what they're doing, and how to deal with the kinds of service and quality breakdowns that occasionally plague any company, even a well-managed one. This book should be on your required reading list."

—**Stephen M. R. Covey**, bestselling author of *The Speed of Trust: The One Thing That Changes Everything*

"Over the years, Peppers and Rogers have given me valuable advice about navigating the changing business landscape. This book is a must-read for managers who want to empower their employees and customers to?make change their ally."

—**Jim McCann**, founder and CEO of 1-800-FLOWERS.COM

"Highly readable and entertaining. Make sure everybody in your firm reads this book by last Friday."

—**Dror Pockard**, CEO of eglue

"In a time when most companies are built to flip, Peppers and Rogers have planted a stake in the ground to help you survive past the next round of financing or consumer fad. Knowing what rules to break is arguably even more important than what laws to follow, and this book imparts knowledge for both."

—**Guy Kawasaki**, cofounder of Truemors and author of *The Art of the Start*

"Peppers and Rogers have created the unthinkable: an enjoyable wake-up call! Their book serves up one compelling and provocative idea after another, and the authors enjoy debunking some of our most deeply ingrained business beliefs. Read this book and your customers will thank you."

—**Dan Heath**, coauthor of *Made to Stick: Why Some Ideas Survive and Others Die*

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Chris Hernandez:

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