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*January 9, 2009. by. Dev Patnaik (Author) >*

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*Wired to Care: How Companies Prosper When*

*They Create Widespread Empathy [Hardcover]*

*Patnaik, Dev This book is in pretty great*

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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 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.

*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 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

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Widespread Empathy Dev Patnaik  
succeed with their hearts as much as their heads.

*Amazon.com: Wired to Care: How Companies Prosper When They ...*

getAbstract Book Review: Wired to Care  
Executives often know little about the 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 proceed as if they have calculating, survival-bent reptile brains.

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

Wired to care : how companies prosper when they create widespread empathy / Dev Patnaik with Peter Mortensen. p. cm. ISBN 0-13-714234-X (hardback : alk. paper) 1. Organizational effectiveness. 2. Empathy. 3. Interpersonal relations. 4. Success in business--Psychological aspects. I. Mortensen, Peter, 1981- II. Title. HD58.9.P38 2009 658.8'343--dc22 2008024346

*Wired to Care: How Companies 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 growth, and it can be a game changer

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“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 Patnaik shows how you can create a more empathic—and much more successful—business.”  
Chip Heath Author, *Made to Stick* “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*

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 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 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 (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*

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

Wired to Care: how companies prosper when they create widespread empathy by Dev Patnaik with Peter Mortensen ©2009 explains the importance of empathy and 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 ...*

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 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 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 Book URL: [www.wiredtocare.com](http://www.wiredtocare.com). What's the critical difference between Nike and every other shoe company on the planet?

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*Wired to Care Preview - Jump Associates*

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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 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 Force Fighter Pilot Breaks Down 12 Fighter Pilot Scenes From Film & TV. Former U.S. Air Force fighter pilot Christine "Grinder" Mau examines some flying and dogfighting ...

*WIRED*

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. 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*

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Heat Guns and Blowers; Glue and Adhesive  
Guns; Soldering Tools and Torches; Cable Tie  
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