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In Nice Companies Finish First, Shankman, a pioneer in modern PR, marketing, advertising, social media, and customer service, profiles the famously nice executives, entrepreneurs, and companies that are setting the standard for success in this new collaborative world. He explores the new hallmarks of effective leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Jet Blue's Dave Needleman, Tony Hsieh of Zappos, Steve Jobs of Apple ...

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Why Nice Companies Finish First. By John Corcoran. Peter Shankman is a self-admitted workaholic. The founder of Help A Reporter Out (HARO), author and serial entrepreneur says for too long his work was his life. "I have a blast doing what I'm doing. I have a great time doing it, but I also realize there's a middle ground," Shankman says.

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Peter Shankman Speaks Out: Emerging Even Stronger and Why *Nice Companies Finish First*. Shankman is best known for founding the marketing service Help a Reporter Out (HARO), which has connected thousands of journalists with millions of sources around the globe for over 13 years. HARO was acquired by Cision Marketing Software in 2010. In this program Peter will share the things that any business ...

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Nice Companies Finish First Firms that make an effort to be responsible are rewarded more than those that seek only to make

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~~Nice Companies Finish First — strategy-business.com~~

It didn't surprise me that Peter Shankman, the visionary founder of Help A Reporter Out, would write a book like his new release Nice Companies Finish First. It looks at how treating customers...

~~Do Nice Companies Finish First? — Forbes~~

In Nice Companies Finish First, Shankman, a pioneer in modern PR, marketing, advertising, social media, and customer service, profiles the famously nice executives, entrepreneurs, and companies that are setting the standard for success in this new collaborative world. He explores the new hallmarks of effective leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Jet Blue's Dave Needleman, Tony Hsieh of Zappos, Steve Jobs of Apple ...

~~Amazon.com: Nice Companies Finish First: Why Cutthroat ...~~

The unfortunate truth is the pervasiveness of unpleasant work places, despite considerable evidence confirming that “ nice companies ” do finish first. Professor Hochwarter of Florida State University interviewed more than 700 people from a variety of industries about the treatment they received from their managers.

~~Amazon.com: Customer reviews: Nice Companies Finish First ...~~

In a recent post we found out why nice companies finish first. Throughout the book the author quotes successful leaders that show how companies (and people) that are nice experience more success than their less kind counterparts. Here are a few of my favorites:
“ We feel customers are our friends, and we talk to them like friends.

~~Why do nice companies finish first? | Lead on Purpose~~

Nice Companies Finish First Shankman, Peter. Published by

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Nice Companies Finish First Bad management—chances are we have either worked under bad management or we know someone who has. The harmful effects of a bad manager often extend as far as the private lives of staff, but the more obvious effects can be seen inside the workplace.

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In Nice Companies Finish First, Shankman, a pioneer in modern PR, marketing, advertising, social media, and customer service, profiles the famously nice executives, entrepreneurs, and companies that are setting the standard for success in this new collaborative world. He explores the new hallmarks of effective leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Jet Blue's Dave Needleman, Tony Hsieh of Zappos, Steve Jobs of Apple ...

~~Nice Companies Finish First | Peter Shankman | Macmillan~~
His most recent book, “ Nice Companies Finish First: Why Cutthroat Management Is Over – and Collaboration Is In, ” is full of wisdom that is just as relevant to a small business owner as it is to the CEO of a Fortune 50 company. I don ’ t read a lot of business books, but I devoured this one.

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