



Research Institute For a minimum of one year, beginning May 20, 2014, Mister Kleen will donate to the Cancer Research Institute 100 percent of the proceeds (\$3.53 for each paperback copy, \$2.40 for each Kindle copy) of "You Can't Spend Pride" sold on Amazon.com. Your purchase of this book is making a difference by providing funding to one of the most significant organizations in the fight against cancer. The Cancer Research Institute (CRI) is the world's only nonprofit organization dedicated exclusively to harnessing the immune system's power to conquer all cancers. This important work has led to a promising new class of cancer treatments called cancer immunotherapy. These treatments mobilize, strengthen, and sustain the immune system's natural ability to destroy cancer cells, wherever they are in the body. CRI awards research grants and fellowships to support scientists at leading research universities and clinics around the world. To accomplish this, CRI relies on generous support from individuals, corporations, and foundations who have a desire to become partners in their effort to conquer cancer through immunology. Learn more at [CancerResearch.org](http://CancerResearch.org).

What's Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.l.u.e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of Return on Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.

Some things in life we cannot change-but our own happiness is not one of them. Living a life that is wholly fruitful and enjoyable is within our power. All it takes is making the choice. Over his years as a corporate executive and professional speaker, author Ken Shankweiler has been able to discuss his theories on happiness with countless individuals-and he has successfully applied them to his own life as well. In Happiness Is a Choice, Dr. Ken combines psychological advice with some of his personal stories to lead others toward enhancing their happiness. With guidance on what to do and what to avoid, chapters range from improving self-esteem to avoiding information overload from the world around us. But the first step is looking forward. We cannot change the past, so we must live in the present-and look to the future. The choices of now will define the path ahead. Dr. Ken's philosophy, a profound take on the central matters of life, has always been to find the positive. Learn to seek it out, and be assured that happiness awaits you there. The chance to imbue our lives with true, fundamental joy should not be missed!

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