



# Ownership Quotient: Putting the Service Profit Chain to Work for Unbeatable Competitive Advantage

*By James L. Heskett, W. Earl Sasser, Joe Wheeler*

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**Ownership Quotient: Putting the Service Profit Chain to Work for Unbeatable Competitive Advantage** By James L. Heskett, W. Earl Sasser, Joe Wheeler

Hundreds of large organizations worldwide have used the groundbreaking Service Profit Chain to improve business performance. Now The Ownership Quotient reveals the next generation of the chain: customer and employee "owners" of your business.

Employee-owners exhibit such enthusiasm for their organization that they infect countless customers with similar satisfaction, loyalty, and dedication. Customer-owners are in turn so satisfied with their experience that they relate their stories to others, persuade them to try your product, and provide constructive criticism and new product ideas.

As a new generation of managers has been changing the way that products and services are designed and delivered, authors Heskett, Sasser, and Wheeler have followed the evolution of this new ownership model. Case studies from companies as diverse as Harrah's Entertainment, ING Direct, Build-a-Bear Workshop, and Wegmans Food Markets bring home the central principle of engagement - and showcase ways to raise the ownership quotient among both your employees and your customers. With the authors' decades of consulting and research paving the way, you'll learn to identify your customer-owners; consistently exceed their expectations in ways they truly appreciate; and foster, measure, and grow the Ownership Quotient throughout your company.

An organization that learns how to cultivate an ownership attitude creates a self-reinforcing relationship between customers and front-line employees. The lifetime value of a customer-owner can be equivalent to that of more than a hundred typical customers. And that makes the lifetime value of an employee who can promote customer ownership priceless.

This powerful and practical book shows you how to add that value to your company and delight your employees, customers, and investors. Is your

organization ready to make the transition to an ownership state of mind?

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### **Editorial Review**

#### **About the Author**

James L. Heskett and Earl Sasser are both Baker Foundation Professors at Harvard Business School. They were coauthors with Leonard Schlesinger of *The Service Profit Chain* and *The Value Profit Chain*. Joe Wheeler is the Executive Director of the Service Profit Chain Institute, a consulting firm that helps organizations achieve dramatic business results by implementing service-profit chain concepts.

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