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Management experts Chris DeRose and Noel Tichy have spent years partnering with CEOs as they convert their companies into frontline-focused organizations. In JUDGMENT ON THE FRONT LINE: How Smart Companies Win by Trusting Their People (Portfolio; Oct. 11) the authors reveal their five-step process that helps leaders identify how to generate dynamic customer innovation through the people who have direct customer contact.

They include powerful case studies of frontline leadership in action, including how:

- Amazon, Facebook and Intuit have created cultures where experimentation flourishes, enabling frontline innovation of new products and services.
- Zappos trusts its people to do just about anything in service of a customer, including providing free products or reimbursing for mistakes.
- Navy SEALs are taught to think on their feet and make life-changing decisions in a split-second.
- Ritz-Carlton employees are empowered to create unique and personalized experiences for every hotel guest.

Executing a business plan is impossible without the hundreds or thousands of employees who will execute senior management’s strategies and bring back invaluable intel from the frontlines.

Noel M. Tichy is the author of Judgment, Control Your Destiny or Someone Else Will, and many other business bestsellers. He is a professor at the Ross School of Business at the University of Michigan and advises CEOs around the world.

Chris DeRose has consulted and taught around the world with companies such as Royal Dutch/Shell, Ford Motor Company, Intel, 3M, and HP. He teaches in Executive Education at the Ross School of Business at the University of Michigan.

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Advance Praise for
JUDGMENT ON THE FRONT LINE

“This is both a down-to-earth and an uplifting book. It clearly illustrates the enormous impact that front-line employees have on customer satisfaction and thereby on potential organizational success, and it shows the equally enormous human potential for innovation – often remaining untapped – that exists at the front line. It also brings important good news: Top management can unleash this potential with a series of simple, but consistent, interventions.”

–Robert A. Burgelman, Executive Director of the Stanford Executive Program, Stanford Business School

“A must-read for anyone who wants to get real about frontline transformation.”

–Joel Klein, Executive Vice President, News Corporation

“A useful and intelligent guide for elevating the performance of any organization…It’s a book with benefits for both seasoned and aspiring leaders.”

–W. James McNerney, Jr., Chairman, President and CEO, The Boeing Company

“DeRose and Tichy make it easy to see how leadership, front-line employees, and the bottom-line all grow as boundaries are broken.”

–Brian A. Gallagher, President and CEO, United Way Worldwide

“Judgment on the Frontline shows the power of creating an organization where every employee's daily work is connected to the company's purpose and strategies and, most importantly, one where every employee is empowered to make decisions for the good of the customer and the business. This should be the goal of every company—to enable those in front to lead.”

–Bob McDonald, Chief Executive Officer, Procter & Gamble

“Chris and Noel help executives understand how their companies can recognize and encourage the leadership qualities of all their employees, develop the next generation of talent, engage employees and benefit from their insight.”

–Camille Mirshokrai, Global Director of Leadership Development, Accenture