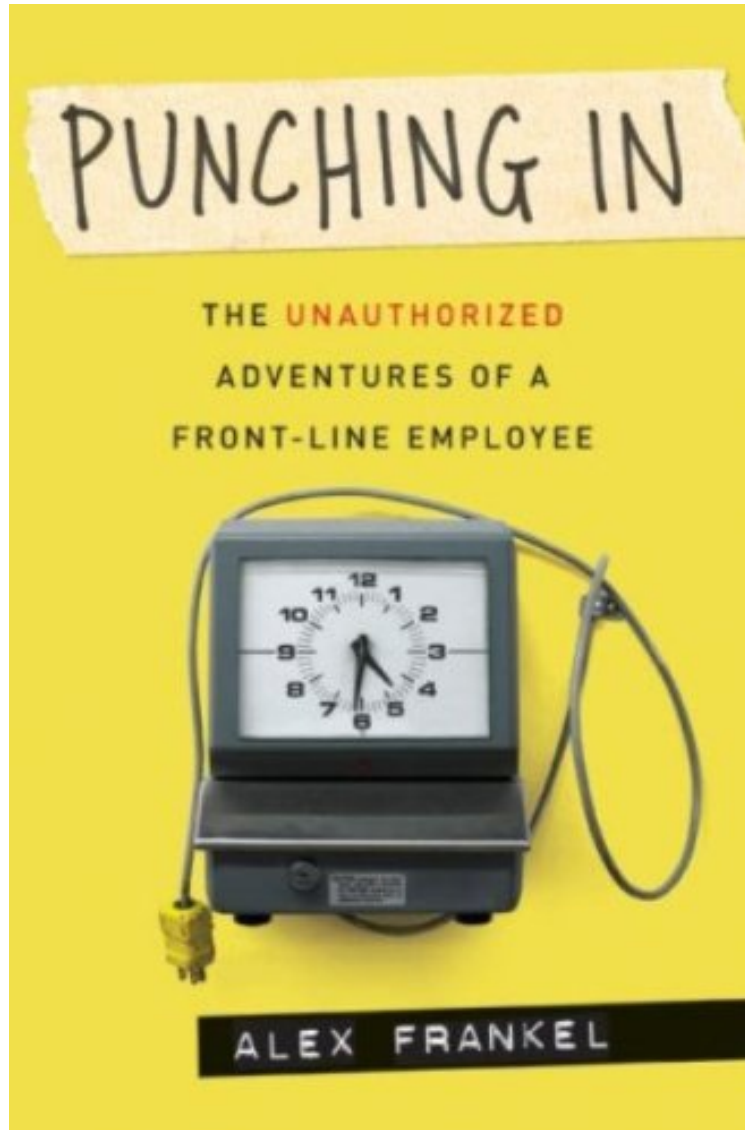


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Punching In: On the Frontlines of the New Brand Cultu

Alex Frankel

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Alex Frankel : Punching In: On the Frontlines of the New Brand Cultu before purchasing it in order to gage whether or not it would be worth my time, and all praised Punching In: On the Frontlines of the New Brand Cultu:

1 of 1 people found the following review helpful. Punching InBy The Literary LionessAlex Frankel decided to spend a couple of years trying different "low-level" jobs that interested him. He went into these jobs with an open mind and tried to give each job a chance.He delivered packages for UPS during the holiday season in San Francisco, was a salesman at the Apple Store, folded clothes at Gap, became a rental agent for Enterprise Rent-A-Car, and trained to become a barista at Starbucks.Frankel was interested in how various companies trained their employees for the job and

how effective the training was. He was surprised to find out the differences between the jobs. For example, even though the UPS delivery job was physically exhausting, he grew to admire the company and how efficiently it was run. Folding jeans at Gap, however, was mind-numbing and apparently counter-productive. At Starbucks, it was difficult to remember all the different ways that drinks could be made. At Enterprise, the job was not really about renting cars, but about persuading customers to buy "extras". What I like best about this book is that Frankel did not come in with too many pre-conceived notions about what each job would entail. He came in with a positive attitude instead of coming in with a negative mind-set. *Punching In* is a fascinating look at how companies choose and train their employees. It is highly recommended. 9 of 9 people found the following review helpful. An Interesting Look Inside Retail America By Frederick S. Goethel After I finished this book, I sat down and thought about all the companies I have worked for over the years. The number was rather daunting, including jobs in college and in high school. After I figured out who I had worked for, I looked at which companies I had enjoyed working for and which I had found boring and dull. After thinking for a while, I realized that the author had hit the nail on the head perfectly with his assertion that there are employees for every company, but not every company is for all employees. While reading the book, it quickly became apparent that there are many companies that want bodies to fill space and do menial tasks, while there are some companies who are looking for intelligent people to think and be individuals, even in the front line of retail. The authors take on what each company wanted and how they tried to get an employee to that point was fascinating. I enjoyed the inside look at the companies, and I can say that I will not look at some of these companies in the same light ever again. 1 of 1 people found the following review helpful. Good quick read; some good insights By The Artful Codger You can read the other reviewers' comments and get an idea about what the book is about. What I think some of the reviewers are missing is the fact that the author is concentrating on the cultures of the organizations at which he works. He picks up very quickly on what gets rewarded and discouraged at the various companies. He is perceptive about the disconnects and gaps between what the companies say vs what they do. At no point is he dismissive or snarky, which I appreciate. No cheap shots. I found him to be a fair-minded and astute observer/participant.

During a two-year urban adventure through the world of commerce, journalist Alex Frankel proudly wore the brown uniform of the UPS driver, folded endless stacks of T-shirts at Gap, brewed espressos for the hordes at Starbucks, interviewed (but failed to get hired) at Whole Foods, enrolled in management training at Enterprise Rent-A-Car, and sold iPods at the Apple Store. In this lively and entertaining narrative, Frankel takes readers on a personal journey into the land of front-line employees to discover why some workers are so eager to drink the corporate Kool-Aid and which companies know how to serve it up best.