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## **Wired To Care How Companies**

“Wired to Care will convince you that businesses succeed with their hearts as much as their heads. Dev Patnaik has given us just what we need for the lean years ahead.” — MALCOLM GLADWELL, author of *Outliers*, *Blink*, and *The Tipping Point* “Dev Patnaik’s *Wired to Care* maps a path to innovation fueled by ‘seeing the world with new eyes.’

## **Wired to Care: How Companies Prosper When They Create ...**

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Wired to Care looks at real customer empathy as a primary tool for companies who want to connect with the world in real, positive ways. The case studies give life to the theory and show how empathy is not only a weapon that gives competitive advantage, but also creates things people need for a healthy life in society.

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Wired to Care: How Companies Prosper When They Create Widespread Empathy - Kindle edition by Patnaik, Dev.

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PRAISE FOR Wired to Care “Wired to Care describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can create a more empathic—and much more successful—business.”

## **Wired to Care: How Companies Prosper When They Create ...**

getAbstract Book Review: Wired to Care Executives often know little about the people who buy their companies' products and services. This is not surprising. To study people, you must care about them. However, most companies eliminate empathy from their operations. In essence, they proceed as if they have calculating, survival-bent reptile brains.

## **Wired to Care: How Companies Prosper When They Create ...**

“Wired to Care offers a roadmap to success paved with empa-thy, where caring contributes more to the potential

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success of a company than cost cutting, and where hope is more important than hype. The bottom line is better profits, better products, and happier employees. There is a better day for business

### **Wired to Care: How Companies Prosper When They Create ...**

In our summary of *Wired to Care*, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people.

### **Wired to Care: How Companies Prosper When They Create ...**

“*Wired to Care* offers a roadmap to success paved with empathy. The bottom line is better profits, better products, and happier employees. There is a better day for business (thankfully) when companies are wired to care.  
ROBYN WATERS, former VP of Trend,

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Target Stores, and author of *The Hummer and the Mini*. *Blurring the Line Between Inside and Out*

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Wired to Care: how companies prosper when they create widespread empathy by Dev Patriak with Peter Mortensen ©2009 explains the importance of empathy and how to spread it around. While written for businesses, this is a book that all school leaders should read and act on.

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Co-Founder, Fast Company magazine  
“Wired to Care offers a roadmap to success paved with empathy. The bottom line is better profits, better products, and happier employees. There is a better day for business (thankfully) when companies are wired to care.”  
Robyn Waters Former VP of Trend, Target Stores, and author, *The Hummer*

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## **Wired to Care - Jump**

And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action.

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“Wired to Care describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can create a more empathic—and much more successful—business.” - Chip Heath, author of Made to Stick “Dev Patnaik's Wired to Care maps a path to innovation fueled by ‘seeing the world

### **Wired to Care Preview - Jump Associates**

Step into the shoes of your consumer and innovate from their perspective is the not so secret innovation secret of companies such as Nike, Pixar, Netflix and IBM. That's the pitch in Wired to Care: How Companies Prosper When They Create Widespread Empathy by Stanford professor and TED speaker, Dev Patnaik.

### **Speed Summary: Wired to Care - Brand Genetics**

Dec 12, 2009-- In his recent book,



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"Wired to Care: How Companies Prosper When They Create Widespread Empathy," CEO Dev Patnaik argues that it is not the lack of innovation that hampers companies, but the "empathy gap" -- the chasm between employees in organizations and the people that they serve. Companies, he said, "do a good job of stamping empathy out of employees, then are surprised when employees make poor decisions or try to sell things that people don't need."

### **Wired To Care | DailyGood**

Access a free summary of *Wired to Care*, by Dev Patnaik and 20,000 other business, leadership and nonfiction books on getAbstract.

### **Wired to Care Free Summary by Dev Patnaik**

When Sean Lane founded his health tech startup, Olive, in 2012, he looked to the giants of Silicon Valley for inspiration. Google had a corporate chef, so Olive hired one too. Apple had a gym on ...

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