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Editorial Reviews “ This year, Reichheld, who is a fellow at Bain &
Company as well as the founder of its loyalty practice, and Rob

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Markey, head of the company's global strategy and marketing practice, published *The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World*, an updated and expanded version of *The Ultimate Question*.

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In the first edition of this landmark book, business loyalty guru Fred Reichheld revealed the question most critical to your company ' s future: “ Would you recommend us to a friend? ” By asking customers this question, you identify detractors, who sully your firm ' s reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a vital metric: your Net Promoter Score. Since the book was first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated and expanded edition, Reichheld, with Bain colleague Rob Markey, explains how practitioners have built Net Promoter into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld:

- Defines

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the fundamental concept of Net Promoter, explaining its connection to your company ' s growth and sustained success • Presents the closed-loop feedback process and demonstrates its power to energize employees and delight customers • Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business Practical and insightful, The Ultimate Question 2.0 provides a blueprint for long-term growth and success.

Previously published under title: Ultimate question.

One Simple Question Can Determine Your Company's Future. Do You Know the Answer? The Ultimate Question offers hands-on guidance on how to: Distinguish good profits from bad. Measure NPS

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and benchmark performance against world-class standards. Quantify the economic value generated by customer word of mouth. Assign accountability for improving customer relationships. Identify core customers and set priorities for strategic investments. Move customers beyond mere satisfaction to true loyalty. Create communities of passionate advocates that stimulate innovation and growth. Practical and compelling, The Ultimate Question will help you solve your organization's growth dilemma.

This landmark commentary, originally published in 1987, has been lauded as the best study available of Paul's theologically rich first letter to the Corinthians. Writing primarily for pastors, teachers, and students, Gordon Fee offers a readable exposition of 1 Corinthians that clearly describes the meaning of Paul's ideas and their larger theological

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relevance. Fee's revised edition is based on the improved, updated (2011) edition of the NIV, and it takes into account the considerable scholarship on 1 Corinthians over the past twenty-five years. Fee has also eliminated "chapter and verse" language -- totally foreign to Paul's first-century letter -- relegating the necessary numbers for "finding things" to parentheses.

The Code of Federal Regulations is a codification of the general and permanent rules published in the Federal Register by the Executive departments and agencies of the United States Federal Government.

What are "essential questions," and how do they differ from other kinds of questions? What's so great about them? Why should you design and use essential questions in your classroom? Essential

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questions (EQs) help target standards as you organize curriculum content into coherent units that yield focused and thoughtful learning. In the classroom, EQs are used to stimulate students' discussions and promote a deeper understanding of the content. Whether you are an Understanding by Design (UbD) devotee or are searching for ways to address standards—local or Common Core State Standards—in an engaging way, Jay McTighe and Grant Wiggins provide practical guidance on how to design, initiate, and embed inquiry-based teaching and learning in your classroom. Offering dozens of examples, the authors explore the usefulness of EQs in all K-12 content areas, including skill-based areas such as math, PE, language instruction, and arts education. As an important element of their backward design approach to designing curriculum, instruction, and assessment, the authors

*Give a comprehensive explanation of why EQs are so

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important; *Explore seven defining characteristics of EQs; *Distinguish between topical and overarching questions and their uses; *Outline the rationale for using EQs as the focal point in creating units of study; and *Show how to create effective EQs, working from sources including standards, desired understandings, and student misconceptions. Using essential questions can be challenging—for both teachers and students—and this book provides guidance through practical and proven processes, as well as suggested "response strategies" to encourage student engagement. Finally, you will learn how to create a culture of inquiry so that all members of the educational community—students, teachers, and administrators—benefit from the increased rigor and deepened understanding that emerge when essential questions become a guiding force for learners of all ages.

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Fred Reichheld's 2006 book *The Ultimate Question*, that question being, "How likely is it that you would recommend this company to a friend or colleague?"-challenged the conventional wisdom of customer satisfaction programs. It coined the terms 'bad profits' and 'good profits' and pointed to a faster, much more accurate way of gauging customers' real loyalty to a company, introducing a quantitative measure (the Net Promoter Score) for establishing a baseline and effectively tracking changes going forward. Richard Owen and Laura Brooks are co-developers, along with Reichheld, of the methodology behind answering the question. In this book, Owen and Brooks tell how based on a variety of real case studies' to actually embed Net Promoter discipline in organizations of all types.

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Introduces the superstring theory that attempts to unite general relativity and quantum mechanics

"The Transit of Venus tells the story of two orphan sisters, Caroline and Grace Bell, as they leave Australia to start a new life in postwar England. What happens to these young women--seduction and abandonment, marriage and widowhood, love and betrayal--becomes as moving and wonderful and yet as predestined as the transits of the planets themselves"--

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