

# CONTENTS

Foreword		xv
Prologue	A Whole New World	xxi
Chapter 1	It's Not Share of Wallet Anymore; It's Share of Heart	1
Chapter 2	New Age, New Rules, New Capitalism	23
Chapter 3	The Chaotic Interregnum	49
Chapter 4	Employees—The Decline and Fall of Human Resources	65
Chapter 5	Customers—The Power of Love	97
Chapter 6	Investors—Reaping What FoEs Sow	125
Chapter 7	Partners—Elegant Harmonies	145
Chapter 8	Society—The Ultimate Stakeholder	171
Chapter 9	Culture—The Secret Ingredient	197
Chapter 10	Lessons Learned	235
Chapter 11	Crossing Over to the Other Side	253
Acknowledgments		273