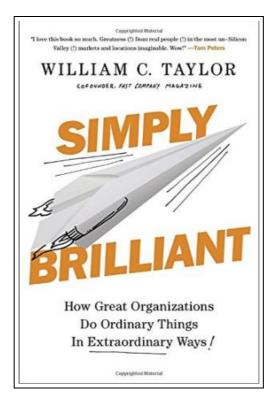
## Simply Brilliant: How Great Organizations Do Ordinary Things in Extraordinary Ways (Hardback)



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PORTFOLIO, 2016. Hardback. Condition: New. Language: English . Brand New Book. Cofounder of Fast Company magazine and bestselling author of Mavericks at Work and Practically Radical shows how true business innovation can spring from the unlikeliest places. Far away from Silicon Valley, in familiar, traditional, even unglamorous fields, ordinary people are unleashing extraordinary advances that amaze customers, energize employees, and create huge economic value. Their secret? They understand that the work of inventing the future doesn t just belong to geeks designing mobile apps and virtual-reality headsets, or to social-media entrepreneurs hoping to launch the next Facebook. Some of today s most compelling organizations are doing brilliant things in simple settings such as retail banks, office cleaning companies, department stores, small hospitals, and auto dealerships. William C. Taylor, cofounder of Fast Company and best-selling author of Practically Radical, traveled thousands of miles to visit these hotbeds of simple brilliance and unearth the principles and practices behind their success. He offers fascinating case studies and powerful lessons that you can apply to do ordinary things in extraordinary ways, regardless of your industry or profession. Consider, for instance, how. -Miami Beach s dazzling 1111 Lincoln Road reimagined the humble parking garage as a high-profile public space that hosts weddings, yoga classes, and celebrity gatherings. -USAA, the financial-services giant that provides soldiers and their families with insurance and banking products, inspires frontline employees to deliver legendary service by immersing them in military culture. -Pal s Sudden Service, a fast-food chain with a cult following, serves up burgers and fries with such speed and accuracy that companies from other industries pay to learn from its astonishing discipline. -Lincoln Electric, a manufacturer based in Euclid, Ohio, dominates its ultracompetitive markets with a fierce devotion to quality and productivity. But the

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