

Beat: Business

## How YOUR COMPANY Can Make A Major Step Into The FUTURE

### Four Books published in FRANCE

PARIS, 26.04.2017, 11:58 Time

**USPA NEWS** - Many times a new business starts with a new product or service aimed at fulfilling unsatisfied needs in the market place. Other times a new endeavour starts with a vision of how an organization and its people will change the world. Still other times existing businesses need to reinvent themselves...

Many times a new business starts with a new product or service aimed at fulfilling unsatisfied needs in the market place. Other times a new endeavour starts with a vision of how an organization and its people will change the world. Still other times existing businesses need to reinvent themselves. In either case defining the vision, mission, values and principles of an organization represents a very important step for its long-term success.

- 'LE POUVOIR DES MOTS - OSEZ LES CONVERSATIONS' (The power of words - Dare conversations) by Guillaume VILLEMOT with preface from writer Alexandre JARDIN (Eyrolles Editions)

Our success in life is dictated by the quality of relationships we can engender. Some people seem better at negotiating better quality outcomes than others do. They are able to hold deeper, more honest conversations that create a new level of bonding and are able to transform people, situations and relationships.

By being prepared to hold these conversations they ensure clarity over responsibility, define expectations and hence maintain high levels of performance. When we let these conversations go by, we let standards slip and unwittingly give permission for unwanted behaviour to continue.... The Author goes through the modern tools used to communicate such as Facebook, Twitter... to advocate for direct and reasonable conversations. Crucial conversations lie all around, we should be able to build on engaging conversations, having better quality conversations with people, specifically focused on empowering others. (Review by Ruby BIRD)

- 'TROUVEZ VOS FUTURES CLIENTS EN 100 JOURS' (Find your future customers in 100 Days) by Alain MULERIS (Eyrolles Editions)

The importance of your first 100 days is the difference between success and failure in your new role to carry through a project for your company and its future whoever you are the CEO or a sales representative. The attitude you will take might have consequences for your future career too. So, are you ready to design an unstoppable customer experience plan for your business? The first 100 days of your relationship with a customer are pivotal...

The Author goes through techniques to carry through the best project for you to increase profits and success, knowing that the search for new customers drives most businesses. Today's customers change their product and service providers regularly, so businesses need to work hard to replace lost customers and keep building their customer base.... It's important that your work to find new customers doesn't stop you from delivering a high level of service to your existing customers. (Review by Ruby BIRD)

- 'SPRINT - COMMENT RESOUDRE LES PROBLEMES ET TROUVER DE NOUVELLES IDEES EN CINQ JOURS' (Sprint : How to Solve Problems and Test New Ideas in Just Five Days) by Jake Knapp, John Zeratsky and Braden Kowitz (Eyrolles Editions for French Version)

This Book is about having surprising ideas : that the biggest challenges require less time, not more ; that individuals produce better solutions than teams ; and that you can test anything in one week by building a realistic façade. You will be taken behind the scenes with some of America's most fascinating startups... It is clearly a Practical Guide to answering critical business questions.

Jake Knapp created the Google Ventures sprint process and has run more than a hundred sprints with startups. John Zeratsky has designed mobile apps, medical reports, and a daily newspaper. Before joining Google Ventures, he was a design lead at YouTube and an early employee of FeedBurner, which Google acquired in 2007. Braden Kowitz founded the Google Ventures design team in 2009

and pioneered the role of 'design partner' at a venture capital firm. He has advised close to two hundred startups on product design, hiring, and team culture. (Review by Ruby BIRD)

- DESIGN FOR SIX SIGMA by Maurice PILLET and Davy PILLET (Eyrolles Editions)

If a company changes a Design after a Product launch and not during the Concept stage-implementing the changes will cost 1,000 times more. This Book is about to help the need to better understand how to apply and integrate the Design Six Sigma methodology and its associated tools and techniques. The primary objective of this Book is to provide real-world Design for Six Sigma Project performed for a wide variety of product and process/service designed following the Define-Measure-Analyse-Design-Verify (DMADV) process.

The Authors go through the best practices of innovation, development and industrialization. Design for Six Sigma (DFFS) is a roadmap for the development of robust products and services. DFFS is a data-driven quality strategy for designing products and services. The goal of DFFS is to avoid manufacturing/service process problems using systems engineering techniques. This Book provides a detailed description of how to apply DFFS in product and service development.(Review by Ruby BIRD)

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**Article online:**

<https://www.uspa24.com/bericht-11068/how-your-company-can-make-a-major-step-into-the-future.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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