



Make the "Change to Strange"

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New book from Wharton School Publishing explains how to use your workforce to create an extraordinary, memorable organization.

PR9.NET May 30, 2007 - Philadelphia, PA – Wharton School Publishing, an imprint of Pearson Education, has published *Change to Strange: Create a Great Organization by Building a Strange Workforce* (ISBN: 978-0-13-157222-5, \$25.99), authored by highly sought-after expert and noted scholar, Dan Cable.

You already know that getting a competitive advantage in today's overcrowded marketplace depends on your people creating something valuable and distinctive. What you might not know is that in order to do this your company's workforce can't be "normal." This book explains why a Strange workforce gives you that competitive advantage and how to build one.

The problem is that most organizations treat their people just about the same way and deliberately benchmark their people practices to the industry average. So they expect to achieve extraordinary results with a solidly ordinary, normal workforce. But extraordinary business results demand a workforce that is extraordinary in a way that customers care about.

In *Change to Strange*, Cable goes beyond the theory and strategy, and he digs into the nuts and bolts of how to "get it done." You'll learn how to:

- o Develop a workforce that will be obsessed with delivering your company's message and make customers want to give their money to you and not your competitors. Case studies include The Home Depot, Whole Foods, 3M, and Southwest Airlines.
- o Measure and manage success by creating metrics based on what makes you unique.

"Change to Strange...a fascinating and thought-provoking approach to extracting value from your human value chain. A must read for leaders engaged in reinvigorating enterprises in highly competitive markets."
Sean Crane, Senior Vice President of Operations, The Fresh Market

"Change to Strange takes the mystery out of the gap between strategy and strategy execution. Daniel underscores that success is dependent on the quality of your workforce, specific targets, and disciplined measurement. The book provides a useful process and a set of questions that your leadership team needs to address to create a great organization that stands above competitors."
Stan Kelly, Senior Vice President, Wachovia Corporation

Review copies of *Change to Strange* are available by request. To schedule an interview with the authors or to request an excerpt for publication, please contact Amy Fandrei at amy.fandrei@pearsoned.com or call 317-428-3082.

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About Daniel M. Cable

Dr. Daniel M. Cable is a Townsend Distinguished Professor of Management at the University of North Carolina at Chapel Hill's Kenan-Flagler Business School. His consulting and teaching focus on aligning a wide spectrum of human systems with company strategy; his consulting clients have ranged from Sony Ericsson to The Bureau of Naval Personnel. Dr. Cable has served on the editorial boards of the *Academy of Management Journal*, *Journal of Applied Psychology*, and other publications; and received the McCormick Award for Distinguished Early Career Contributions from the Society for Industrial and Organizational Psychology. He holds a Ph.D. from Cornell.

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