

## Value Transformation: Relevant Video Clips and Additional Reading

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*After our sessions together, many participants ask for links to the videos and articles that are cited in my presentation, as well as additional reading for those who are hungry to learn more. I'm happy to oblige; the following list should supply you with plenty of edifying viewing and reading. Enjoy!*

### Video Clips and Films:

United Breaks my guitar: as featured on CNN:

[http://www.youtube.com/watch?v=-QDkR-Z-69Y&feature=results\\_video&playnext=1&list=PL81712254DA6CA060](http://www.youtube.com/watch?v=-QDkR-Z-69Y&feature=results_video&playnext=1&list=PL81712254DA6CA060)

GEICO caveman spots:

Original Geico caveman commercial:

<http://www.youtube.com/watch?v=e8aj1AIYvxl>

Geico caveman, venting to his therapist:

<http://www.youtube.com/watch?feature=endscreen&v=qSHxHIRwmcl&NR=1>

Progressive insurance commercial comparing rates—shows actual competitors:

<http://www.youtube.com/watch?v=oOzoD9hR1I4>

"I'm a Mac; I'm a PC" ad campaign:

"I'm a Mac; I'm a PC" ad campaign: "Out of the box" spot: sums up the "easy" angle nicely:

<http://www.youtube.com/watch?v=YAwTba2C4ts>

"I'm a Mac; I'm a PC" ad campaign: things are easier:

<http://www.youtube.com/watch?v=M-hyLKpmUn8>

"I'm a Mac; I'm a PC" ad campaign: Speaks all languages (with pretty Japanese girl):

<http://www.youtube.com/watch?v=WuUMc2pU4pY&feature=relmfu>

"I'm a Mac; I'm a PC" ad campaign with home movie, featuring supermodel Gisele Bundchen:

[http://www.youtube.com/watch?v=KNnX6XRQBec&feature=results\\_main&playnext=1&list=PL1EE4977B01D5BABA](http://www.youtube.com/watch?v=KNnX6XRQBec&feature=results_main&playnext=1&list=PL1EE4977B01D5BABA)

Steve Jobs on working backward from the customer experience to the technology:

<http://www.youtube.com/watch?v=1SleTmORIOE>

DIRECTV commercials:

DIRECTV "Don't Sell Your Hair to a Wig Shop" TV commercial:

<http://www.youtube.com/watch?v=CCuPyLeDzng>

DIRECTV "Don't Have Your House Explode" TV commercial:

<http://www.youtube.com/watch?v=93CsOgvNUoE>

DIRECTV “Don’t Have A Grandson With a Dog Collar” TV commercial:  
<http://www.youtube.com/watch?v=c-zG5U0v3gU>

DIRECTV “Don’t Wake Up in a Roadside Ditch” TV commercial:  
<http://www.youtube.com/watch?v=7udQSHWpL88>

DIRECTV “Stop Taking in Stray Animals” TV commercial:  
<http://www.youtube.com/watch?v=VObFc64OnEk>

Michael Jackson Pepsi TV spot (inspires wanna-be kid on the street):  
<http://www.youtube.com/watch?v=po0jY4WvClc>

Various videos from Bloomberg:

Bloomberg “Game Changers” show featuring Google:  
<http://www.bloomberg.com/video/66114966-bloomberg-game-changers-sergey-brin-larry-page.html>

“Bloomberg Enterprise” profiling Buffalo Wild Wings:  
<http://www.bloomberg.com/video/72518610-buffalo-wild-wings-profiled-bloomberg-enterprise.html>

All of the shows in the Bloomberg “Game Changers” series:  
<http://www.bloomberg.com/video/game-changers/>

The CNBC “Package Wars” show website:  
<http://www.cnbc.com/id/45858106>

Interview with Capitec CEO Rian Stassen; includes good quote about Capitec’s being named “a brand of tomorrow” by Credit Suisse.  
<http://www.abndigital.com/page/multimedia/video/featured-interviews/782260-Capitec-Interim-Results-with-CEO-Rian-Stassen>

Capitec new branch design:  
<http://www.youtube.com/watch?v=c6ctUKPO6hM>

Former Intel Chairman of the Board, Craig Barrett talking about Moore’s Law.  
<http://ecorner.stanford.edu/authorMaterialInfo.html?mid=2305>

Amazon.com Founder and CEO Jeff Bezos interviewed by Charlie Rose, Nov. 16, 2012:  
[http://www.bloomberg.com/video/amazon-com-ceo-jeff-bezos-\\_asu8LR~Q7S6~iTbMx5reQ.html](http://www.bloomberg.com/video/amazon-com-ceo-jeff-bezos-_asu8LR~Q7S6~iTbMx5reQ.html)

“Watching the Border,” *60 Minutes*, Jan. 11, 2010, about Boeing’s failures with the Secure Border Initiative or SBI:  
<http://www.cbsnews.com/video/watch/?id=6078904n>

### **The following feature films are worth watching for their customer-centric insights:**

#### *Outsourced*

Good example of globalization challenges/issues.

#### *Moneyball*

Challenging orthodoxies is hard.

#### *The Social Network*

Study the customer and creatively infer solutions that they cannot imagine on their own.

## Additional Website Reading:

“Apple customer experience second to none, study finds,” *CNET* Sept. 20, 2011:  
[http://news.cnet.com/8301-13506\\_3-20108757-17/apple-customer-experience-second-to-none-study-finds/](http://news.cnet.com/8301-13506_3-20108757-17/apple-customer-experience-second-to-none-study-finds/)

“Secrets of Apple’s customer success,” *CNET* Sept. 20, 2010:  
[http://news.cnet.com/8301-31021\\_3-20017064-260.html](http://news.cnet.com/8301-31021_3-20017064-260.html)

“What AT&T Learned from Apple and Amazon: 10 Questions with Glenn Lurie,” *Wired*, Aug. 9, 2012:  
<http://www.wired.com/business/2012/08/glenn-lurie/>

Apple Becomes the Most Valuable Public Company Ever, With an Asterisk,” *The New York Times*, Aug. 20, 2012:  
<http://bits.blogs.nytimes.com/2012/08/20/apple-becomes-the-most-valuable-public-company-ever-with-an-asterisk/>

“New Sony Chief Executive Reveals Fast-Forward Plans,” *\*The Wall Street Journal*, Feb. 2, 2012:  
[http://online.wsj.com/article/SB10001424052970204740904577196214261871258.html?mod=WSJ\\_hp\\_LEFTWhatsNewsCollection](http://online.wsj.com/article/SB10001424052970204740904577196214261871258.html?mod=WSJ_hp_LEFTWhatsNewsCollection)

“Sony Stakes Recovery on New Smartphone,” *\*Wall Street Journal*, Mar. 1, 2013:  
<http://online.wsj.com/article/SB10001424127887323293704578333213460022182.html>

“Kodak’s Long Fade to Black,” the *L.A. Times*, Dec. 4, 2011:  
<http://articles.latimes.com/2011/dec/04/business/la-fi-hiltzik-20111204>

“As Nokia Teeters, What’s It Worth?” *\*Wall Street Journal*, June 15, 2012:  
<http://online.wsj.com/article/SB10001424052702303822204577468251129110174.html?KEYWORDS=What+s+Nokia+Really+Worth>

“In Customer Service Consulting, Disney’s Small World is Growing,” *The New York Times*, April 21, 2012:  
[http://www.nytimes.com/2012/04/22/business/media/in-business-consulting-disneys-small-world-is-growing.html?\\_r=2](http://www.nytimes.com/2012/04/22/business/media/in-business-consulting-disneys-small-world-is-growing.html?_r=2)

“The A/B Test: Inside the Technology That’s Changing the Rules of Business,” *Wired*, April 25, 2012:  
[http://www.wired.com/epicenter/2012/04/ff\\_abtesting/](http://www.wired.com/epicenter/2012/04/ff_abtesting/)

A good article on the importance of multifunctional teams: “A Conversation With Neil Tyson,” *NOVA*, 9/8/04, at:  
<http://www.pbs.org/wgbh/nova/space/conversation-with-neil-tyson.html>

“Putting the Customer First,” *Stanford Graduate School of Business*, Sept. 28, 2012:  
[http://www.gsb.stanford.edu/news/research/putting-customers-first.html?goback=.gde\\_48390\\_member\\_234266345](http://www.gsb.stanford.edu/news/research/putting-customers-first.html?goback=.gde_48390_member_234266345)

## Succeeding in global markets:

“What Chinese Want: Culture, Communism and China’s Modern Consumer,” by Tom Doctoroff, *\*Wall Street Journal*, 4/18/12:  
[http://online.wsj.com/article/SB10001424052702303360504577408493723814210.html?mod=WSJ\\_hp\\_mostpop\\_read](http://online.wsj.com/article/SB10001424052702303360504577408493723814210.html?mod=WSJ_hp_mostpop_read)

**\*Note: Wall Street Journal articles will require an on-line subscription.**

“Japan’s Globalization Imperative,” *McKinsey Quarterly*, June, 2011:  
[http://www.mckinseyquarterly.com/Japans\\_globalization\\_imperative\\_2824](http://www.mckinseyquarterly.com/Japans_globalization_imperative_2824)

Creating a Legacy of Leadership: Ed Artzt (P&G moving overseas):  
[http://www.youtube.com/watch?v=Y8w\\_V1TPnws](http://www.youtube.com/watch?v=Y8w_V1TPnws)

“The CEO of Heinz on Powering Growth in Emerging Markets,” *Harvard Business Review*, October, 2011, p, 47:  
<http://hbr.org/2011/10/the-ceo-of-heinz-on-powering-growth-in-emerging-markets/ar/1>

“Viki Unlocks Music Lyrics for Global Fans, Signs Deal with Warner Music, LOEN, SEED to Bring Music to New Audiences”, *Japan Times*, May 24, 2012:  
[http://www.japantimes.co.jp/prnewswire/?doc=201205240005PR\\_NEWS\\_ASPR\\_\\_EN\\_4aea47a53778f16f01377dee7e3100bf&showRelease=1&dir=17&andorquestion=OR&&passDir=17](http://www.japantimes.co.jp/prnewswire/?doc=201205240005PR_NEWS_ASPR__EN_4aea47a53778f16f01377dee7e3100bf&showRelease=1&dir=17&andorquestion=OR&&passDir=17)

### Viral and SEO marketing:

Examples of “best viral marketing case studies of 2011”, includes lots of videos and brief blurbs describing each and how successful it was, sometimes with staggering numbers:  
[http://www.digitalstrategyconsulting.com/thoughtleaders/2011/12/viral\\_marketing\\_case\\_studies\\_t.php](http://www.digitalstrategyconsulting.com/thoughtleaders/2011/12/viral_marketing_case_studies_t.php)

“Case Study: How Colgate Used Online Video, Social Media and Mobile to Drive Engagement and Purchase Intent”: Excellent article which details just how many aspects there are to creating and executing a successful viral campaign:  
<http://www.emarketer.com/blog/index.php/case-study-colgate-online-video-social-media-mobile-drive-engagement-purchase-intent/>

How Google Won The Search Engine Wars, *Marketing 3.0*,  
<http://advertiser-in-arabia.blogspot.com/2009/04/how-google-won-search-engine-wars.html>

“SEO Isn’t What You Think It Is,” *Fast Company*, August 10, 2012:  
<http://www.fastcompany.com/3000283/seo-isnt-what-you-think-it>

“Ford’s Gone Scrappy,” *Beneath The Brand*, November 8, 2012:  
[http://www.talentzoo.com/beneath-the-brand/blog\\_news.php?articleID=15901&utm\\_source=SubscriberMail&utm\\_medium=email&utm\\_campaign=Your%20Dose%20%2D%20Your%20Website%20Has%20a%20Voice%21&utm\\_term=&utm\\_content=dd624aa90e8b42588a2e9e100c75da22](http://www.talentzoo.com/beneath-the-brand/blog_news.php?articleID=15901&utm_source=SubscriberMail&utm_medium=email&utm_campaign=Your%20Dose%20%2D%20Your%20Website%20Has%20a%20Voice%21&utm_term=&utm_content=dd624aa90e8b42588a2e9e100c75da22)

“How to Build an Audience Using Gamification,” *Copyblogger*:  
<http://www.copyblogger.com/game-theory-marketing/>

An interesting twist on the social-media trend: “Tweets Spawn Ad Campaigns,” *\*The Wall Street Journal*, October 21, 2012, at:  
<http://online.wsj.com/article/SB10000872396390444657804578052944173096104.html>

“Mazda tying up with Fiat, plans new roadster,” *Japan Times*, May 24, 2012:  
<http://www.japantimes.co.jp/text/nb20120524a1.html>

“The Challenge of Starting an Airline,” *The New York Times*, May 25, 2012, a testimony to Southwest’s success in an industry that loses billions:  
[http://www.nytimes.com/2012/05/26/business/start-up-airlines-face-big-obstacles.html?\\_r=1](http://www.nytimes.com/2012/05/26/business/start-up-airlines-face-big-obstacles.html?_r=1)

**\*Note: Wall Street Journal articles will require an on-line subscription.**

“Sebastian Thrun: What’s Next For Silicon Valley?”, *\*Wall Street Journal*, June 15, 2012:  
<http://online.wsj.com/article/SB10001424052702303807404577434891291657730.html?KEYWORDS=What%27s+New+in+Silicon+Valley>

“The Promise of Social Business,” *TalentZoo*, Oct. 3, 2012:  
[http://www.talentzoo.com/news/The-Promise-of-Social-Business/15538.html?utm\\_source=SubscriberMail&utm\\_medium=email&utm\\_campaign=Your%20Dose%20%2D%20The%20Promise%20of%20Social%20Business&utm\\_term=&utm\\_content=dd624aa90e8b42588a2e9e100c75da22](http://www.talentzoo.com/news/The-Promise-of-Social-Business/15538.html?utm_source=SubscriberMail&utm_medium=email&utm_campaign=Your%20Dose%20%2D%20The%20Promise%20of%20Social%20Business&utm_term=&utm_content=dd624aa90e8b42588a2e9e100c75da22)

“Jeff Bezos Owns the Web in More Ways Than You Think,” *Wired*, Nov. 13, 2011:  
[http://www.wired.com/magazine/2011/11/ff\\_bezos/](http://www.wired.com/magazine/2011/11/ff_bezos/)

“Amazon’s Jeff Bezos: The Ultimate Disrupter,” *Fortune*, Nov. 16, 2012:  
<http://management.fortune.cnn.com/2012/11/16/jeff-bezos-amazon/>

“Billion-Dollar Flop: Air Force Stumbles on Software Plan,” *The New York Times*, Dec. 8, 2012. This reads like a companion article to the “60 Minutes” video cited below about Boeing and the SBI initiative, although it’s not:  
[http://www.nytimes.com/2012/12/09/technology/air-force-stumbles-over-software-modernization-project.html?\\_r=0](http://www.nytimes.com/2012/12/09/technology/air-force-stumbles-over-software-modernization-project.html?_r=0)

Another Boeing-stumbles article: “The 787’s Problems Run Deeper Than Outsourcing,” *Harvard Business Review*, Jan. 30, 2013:  
[http://blogs.hbr.org/cs/2013/01/the\\_787s\\_problems\\_run\\_deeper\\_t.html?utm\\_medium=referral&utm\\_source=pulsenews](http://blogs.hbr.org/cs/2013/01/the_787s_problems_run_deeper_t.html?utm_medium=referral&utm_source=pulsenews)

“Death by a Billion Clicks,” showing Best Buy’s challenges in a new-game world, *Wired*, Nov. 16, 2012:  
<http://www.wired.com/business/2012/11/mf-best-buy-comeback/all/>

“Canada’s Top Brands,” *The Globe and Mail*, Dec. 27, 2012:  
<http://www.theglobeandmail.com/report-on-business/rob-magazine/canadas-top-50-brands/article6736251/>

“The End of Solution-Based Selling,” by Jeff Thull, a must-read:  
<http://frost.com/prod/servlet/cpo/55610376>

### Discontinuities changing the landscape:

“Will Truckers Ditch Diesel?” *\*The Wall Street Journal*, May 23, 2012:  
[http://online.wsj.com/article/SB10001424052702304707604577422192910235090.html?mod=WSJ\\_hp\\_mostpop\\_read](http://online.wsj.com/article/SB10001424052702304707604577422192910235090.html?mod=WSJ_hp_mostpop_read)

An object (and entertaining) lesson in how *not* to do day-in-the-life-of-the-customer or DITLOC research: “The Google Nexus Q is Baffling,” *New York Times*, July 5, 2012:  
[http://pogue.blogs.nytimes.com/2012/07/05/the-google-nexus-q-is-baffling/?ref=personaltechemail&nl=technology&emc=edit\\_ct\\_20120705](http://pogue.blogs.nytimes.com/2012/07/05/the-google-nexus-q-is-baffling/?ref=personaltechemail&nl=technology&emc=edit_ct_20120705)

And a five-week-later postmortem of the Nexus Q: “Google Goes Back to the Drawing Board for Nexus Q,” *New York Times*, Aug. 8, 2012:  
[http://www.nytimes.com/2012/08/09/technology/google-goes-back-to-the-drawing-board-for-nexus-q.html?\\_r=1&ref=technology](http://www.nytimes.com/2012/08/09/technology/google-goes-back-to-the-drawing-board-for-nexus-q.html?_r=1&ref=technology)

**\*Note: Wall Street Journal articles will require an on-line subscription.**

Yet another seeming Google misstep: “What Is the Point of Google’s Chromebook Pixel?” *The New York Times*, Feb. 28, 2013:  
[http://pogue.blogs.nytimes.com/2013/02/28/what-is-the-point-of-googles-chromebook-pixel/?ref=personaltechemail&nl=technology&emc=edit\\_ct\\_20130228](http://pogue.blogs.nytimes.com/2013/02/28/what-is-the-point-of-googles-chromebook-pixel/?ref=personaltechemail&nl=technology&emc=edit_ct_20130228)

“Boom Times on the Tracks: Rail Capacity, Spending Soar,” *\*Wall Street Journal*, March 26, 2013:  
[http://online.wsj.com/article/SB10001424127887324034804578348214242291132.html?mod=WSJ\\_hps\\_LEFTTopStories](http://online.wsj.com/article/SB10001424127887324034804578348214242291132.html?mod=WSJ_hps_LEFTTopStories)

An interesting article that covers a mega-trend on the rise, as well as (in GE’s case) the willingness of a big player to pivot toward the new game: “General Electric Adds to Its ‘Industrial Internet,’” *The New York Times*, June 19, 2013:  
<http://bits.blogs.nytimes.com/2013/06/19/general-electric-adds-to-its-industrial-internet/?ref=technology>

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Anderson, James C., Narus, James A., and van Rossum, Walter, “Customer Value Propositions in Business Markets,” *Harvard Business Review*, March, 2006

Brown, Shona L. & Eisenhardt, Kathleen M., *Competing on the Edge — Strategy as Structured Chaos*, Harvard Business School Press, 1998.

Bunnell, David, *Making the Cisco Connection, the Story Behind the Real Internet Superpower*, John Wiley & Sons, 2000.

Christensen, Clayton M., *The Innovator’s Dilemma*, Harper Collins, 1997.

Christensen, Clayton M., & Orverdorf, Michael, “Meeting the Challenge of Disruptive Change,” *Harvard Business Review*, March-April 2000.

Christensen, Clayton M., & Bower, Joseph L., “Disruptive Technologies: Catching the Wave,” *Harvard Business Review*, January-February 1995.

Day, George S., *The Market Driven Organization, Understanding, Attracting, and Keeping Valuable Customers*, The Free Press, 1999. Downes, Larry & Mui, Chunka, *Unleashing the Killer App-Digital Strategies for Market Dominance*, Harvard Business School Press, 1998.

Foster, Richard & Kaplan, Sarah, *Creative Destruction, Why Companies that Are Built to Last Underperform the Market — And How to Successfully Transform Them*, Doubleday & Co., Inc., April 2001.

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Harry, Mikel, Ph.D., & Schroeder, Richard, *Six Sigma*, Doubleday, 2000.

**\*Note: Wall Street Journal articles will require an on-line subscription.**

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- Moore, Geoffrey A., *Crossing the Chasm, Marketing and Selling High-Tech Products to Mainstream Customers*, Harper-Business, 1991.
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- Slywotzky, Adrian J. & Morrison, David J., *The Profit Zone*, Times Business, Random House, 1997.
- Slywotzky, Adrian J. & Morrison, David J. with Karl Weber, *How Digital Is Your Business?*, Random House, 2000.
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- Sturdivant, Frederick D. & Guillard, Francis J., "Spend a Day-in-the-Life of Your Customers," *Harvard Business Review*, January, 1994.
- van der Heijden, Kees, *Scenarios, The Art of Strategic Conversation*, John Wiley & Sons, 1996.
- Welch, Jack (with John A. Byrne), *Straight from the Gut*, Warner Books, 2001
- Zook, Chris & Allen, James, *Profit from the Core*, Harvard Business School Press, 2001.