

Broken Windows Broken Business How The Smallest Remedies Reap The Biggest Rewards By Michael Levine

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"Synopsis Social psychologists and law enforcement officials tend to agree that if a window in a building is broken and left un-repaired, all the rest of the windows will soon be broken and the neighborhood will soon go downhill. According to Levine, the same theory is applicable to the world of business. Examples of this principle in action include: JetBlue, which figured out that giving fliers what they really want (leather seats, personal televisions, etc...) when they travel was the absolute key to success * Google, because of its extraordinary and reliable customer accessibility, was able to break out of the clutter of all the Internet search engines. * On the downside, McDonalds lost its edge in recent years when their 'Broken Windows' of sloppy eating areas and unsanitary bathrooms began to drive customers away * Same goes for Kmart, which lost sight of its customer base by trying to go upscale. In BROKEN WINDOWS, BROKEN BUSINESS, Michael Levine offers the theory that all problems in business stem from the tiniest details and by extrapolating all the 'small' remedies into a much larger plan, these items can stimulate business growth and keep customers coming back for more."

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