



The Orange Code: How ING Direct Succeeded by Being a Rebel with a Cause

By Arkadi Kuhlmann, Bruce Philp

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Orange Code: How ING Direct Succeeded by Being a Rebel with a Cause, Arkadi Kuhlmann, Bruce Philp, How championing consumers led to ING Direct's revolutionary rise in the banking industry In an industry dominated by big banks with little patience for their customers, ING Direct has always strived to be different-a rebel with a cause, if you will- and in doing so, they've become the most successful online banking venture in history. The Orange Code recounts ING Direct's intriguing story, explaining the philosophy of its founder Arkadi Kuhlmann-who believes in the power of individuals to control their financial destiny-and his long-running partnership with Bruce Philp, the branding consultant who helped him make ING Direct a cause to its own people and a household name across North America.* Discusses the unconventional approach to business strategy, leadership, and management that built ING Direct* Written by the company's CEO, Arkadi Kuhlmann, the driving force behind this unique company and its approach and Bruce Philp, the branding expert who has worked with some of the world's most well-known and valuable brands* Reveals how the cause of personal financial empowerment has made everyone a...

DOWNLOAD



READ ONLINE
[8.01 MB]

Reviews

Basically no words and phrases to describe. It is really simplified but unexpected situations in the fifty percent of your book. I am delighted to let you know that here is the very best publication i have got go through within my very own lifestyle and might be he greatest publication for actually.

-- **Watson Kohler**

Undoubtedly, this is the best job by any article writer. This really is for all those who statte that there was not a worth reading. I am very easily can get a enjoyment of reading a published pdf.

-- **Rowena Leannon**