

C.S. Lewis & Co.

PUBLICISTS

Dear Editor/Producer,

New findings from the landmark Ipsos Loyalty Study reveal that Americans who are unhappy with their work spend almost 40 percent of their day unhappy. What's more, less than 30 percent of us feel loyal to our employers, and even fewer of us believe our employers are loyal to us.

According to the study's architects, loyalty management experts **Timothy Keiningham** and **LERZAN AKSOY**, there's a direct correlation between happiness and loyalty. The single factor that most strongly impacts an employee's overall happiness on the job isn't salary, benefits, or other tangible perks. It's loyalty to and our relationships with others at work—including our peers, supervisors, and direct reports.

Loyalty—and its many ramifications—is the subject of their new book, called *Why Loyalty Matters* (BenBella Books, 2009). In it, they offer readers a fresh way to view happiness and find more fulfillment in all facets of life.

If you are a business owner or manager and want to improve your company in countless ways, show employees you deserve their loyalty. Beyond the workplace, however, loyalty is essential to maintaining stable family and personal relationships, high-functioning communities, and even governments.

The authors demonstrate how loyalty is being undermined all around us—by market pressures, fragmented families and communities, and even technology—and point out the negative consequences of this trend. But they also provide solutions—practical ways to build more loyal connections with others in your personal and professional relationships, and reap significant benefits.

Readers can take a free, one-time loyalty assessment at the companion website, www.LoyaltyAdvisor.com, to find out how their loyalty compares with national averages and to identify ways in which their loyalty level and relationship style may be affecting their career and social lives.

Keiningham and Aksoy are two of the world's most highly acclaimed loyalty experts, have written numerous books and research articles, and have many years of experience as media personalities and speakers to professional audiences. Charismatic and lively, they can discuss all aspects of loyalty—as it relates to business and careers; sales and marketing; social trends; relationships and marriage; family and parenting; faith and worship; and government and politics.

Please let me know if I can coordinate an interview—and thanks for your time and consideration.

Best regards,

Cathy Lewis

Why Loyalty Matters

New book shows how loyalty is the key to rediscovering happiness, meaning, and fulfillment in your life and work.

When loyalty dies, there's a chain reaction of negative consequences. CEOs worry more about shareholders than the companies they serve. Businesses see workers as expendable. Employees job hop and lose passion. Consumers buy what's cheapest. Marriages break up and loneliness increases. Children don't learn the value of service and citizenship.

In *Why Loyalty Matters* (BenBella Books, 2009), prominent loyalty management experts **TIMOTHY KEININGHAM** and **LERZAN AKSOY** draw from the most comprehensive study of loyalty ever conducted, the landmark Ipsos Loyalty Study, to show why loyalty is critical to our happiness as individuals and our success as a society.

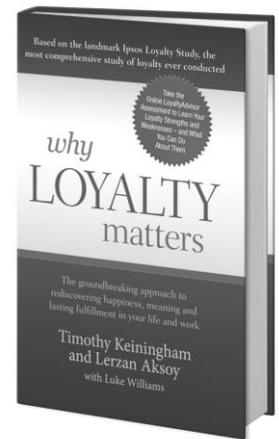
Readers learn:

- How to leverage 10 relationship building blocks to shape your interactions at home and work
- How organizations can gauge and strengthen employees' loyalty—and why they should
- How to boost your company's profits by finding and developing loyal customers
- How to achieve career fulfillment through loyalty to your job and coworkers
- How to develop more loyalty in your friendships, family, and community

Throughout, the authors present practical ways to examine your loyalties across multiple areas that have been scientifically proven to correlate to happiness, and offer strategies for changing how you relate to others in your professional and personal life. The book culminates in a four-step process, called P2R2, that gives readers tools to strengthen their loyalty bonds at work and at home.

A companion website, www.LoyaltyAdvisor.com, lets you take a free, one-time assessment to identify your relationship style, compare your loyalty levels with national norms, and invite three or more friends, family, or professional colleagues to participate in a confidential evaluation of your loyalty to them.

Integrating the work of thought leaders in the fields of philosophy, sociology, psychology, economics, and management, *Why Loyalty Matters* is the definitive guide to understanding what loyalty is, why we need it, and how to unlock its power to achieve more happiness and fulfillment.



Without our noticing it, the world has shifted from a society of many long-term loyalties to a society of transactional relationships and ephemeral contacts. This is a natural by-product of the increasingly dynamic economic environment in which we live.

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About the Authors

TIMOTHY KEININGHAM is a world-renowned authority in the field of loyalty measurement and management, and Global Chief Strategy Officer and Executive Vice President for Ipsos Loyalty, one of the world's largest research organizations. He was recognized as having contributed one of the top 20 scientific papers in the field of marketing over the past 25 years.

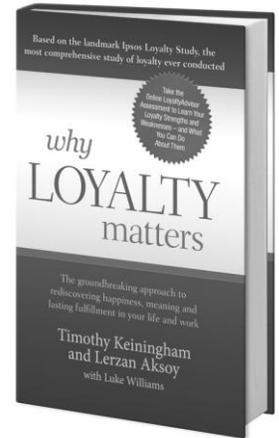
LERZAN AKSOY is an internationally acclaimed expert in the science of loyalty management, and Associate Professor of Marketing at Fordham University in New York City. She was recognized as the top young scientist of 2007 in Turkey by the Junior Chamber International (TOYP Award for Scientific Leadership).

Keiningham and Aksoy have written and coauthored eight books on loyalty and service. Previous to *Why Loyalty Matters* (BenBella Books, 2009), they coauthored *Loyalty Myths*, which was ranked as the Number 4 best business book of 2006 by The Globe and Mail newspaper (Toronto, Canada), one of the 30 best business books of 2006 by Soundview Executive Book Summaries, and was a 2007 finalist for the Berry-AMA Book Prize for Best Book in Marketing.

Their groundbreaking research on the importance of loyalty has received over a dozen prestigious scientific awards. For their research together, they have been awarded:

- Marketing Science Institute / H. Paul Root Award from the *Journal of Marketing* for the article judged to represent the most significant contribution to the advancement of the practice of marketing.
- Citations of Excellence "Top 50" Award (top 50 management papers of approximately 20,000 papers reviewed that year) from Emerald Management Reviews.
- Outstanding Paper Award (best paper) from the journal *Managing Service Quality* two years in a row (2007 and 2008).

Internationally renowned seminar leaders and speakers, consultants, and authors, Keiningham and Aksoy are seasoned media veterans and widely sought presenters who frequently address professional audiences around the world.



More than 40% of us say we are loyal friends, yet only about 20% of us believe our friends are loyal to us.

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Segment Ideas / Interview Topics

Earning Your Employees' Loyalty

Learn why employer-employee loyalty has to be a two-way street.

As a manager, you expect your employees to be loyal—to go the extra mile, make sacrifices occasionally, and view your company as a kind of second family. But how loyal are you to them, and have you earned their loyalty?

Keiningham and Aksoy discuss:

- How managers' relationship styles impact employee loyalty
- How to invest in employee development—and yield more productivity
- How to measure and track employee loyalty
- Why employees job hop—and how to stop them
- Top signs and symptoms of a disloyal workforce
- Five ways to earn workers' loyalty—and why you should

Tracking Employee Happiness

New survey reveals link between workplace loyalty and happiness on the job.

If a better job offer came along, would you job hop without a second thought? Keiningham and Aksoy offer original survey data showing that today's workers are less loyal to their employers—and vice versa—than in the past, which affects everything from worker happiness to company profits. Learn:

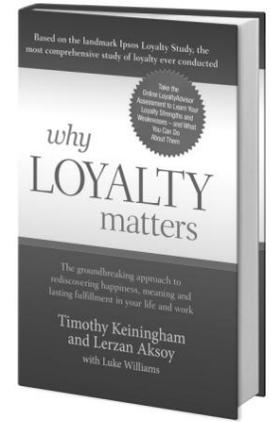
- The link between employee loyalty and our happiness
- How to turn workplace discontent into positive change
- How to get your boss to invest in your development
- Six ways loyalty to your company benefits your career

A New Way to Woo Customers in a Down Economy

Learn a novel approach to customer loyalty management.

Most customer loyalty initiatives have not proven to be good investment decisions. Keiningham and Aksoy say that's because companies lack a holistic understanding of how loyalty and profitability align. They discuss:

- How happy employees produce happy customers
- Four critical ways employee performance satisfies customer needs
- How to create a “climate of service” at your company
- Wrong and right ways to collect and manage customer loyalty data
- Strategies for turning “lost customers” into valuable assets



Employee-Employer Loyalty

- Less than 30% of US employees say they are loyal to their company.
- Only about 25% of employees think their employer has earned their loyalty.

—MORE—

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Is Web 2.0 Making Us Less Loyal—and Less Connected?

Experts discuss the impact of virtual relationships on connection.

According to Keiningham and Aksoy, the explosion of electronic communication media—from Twitter to Second Life—is turning us into a network of anonymous individuals addicted to superficial connection.

They discuss:

- The impact of electronic communication on loyalty
- How to combat the “bowling alone” syndrome
- How to leverage Web 2.0 tools to enhance connection
- Five ways to increase direct communication opportunities at work and in social settings

Should Consumers Be Loyal?

As economy struggles, will US consumers save the day?

American consumers are a fickle lot. Most people tend to buy the cheapest, most convenient product—regardless of where it was made.

Keiningham and Aksoy have surveyed consumers about their brand loyalty, and the results are telling. Learn:

- What factors drive consumer buying behavior
- How local businesses can compete with big box stores
- How loyalty may be able to save your company
- What consumers say they want in goods and services
- Five ways to earn customer loyalty

Where Have All the Heroes Gone?

Learn how teachers and parents can instill loyalty in kids.

Our kids are not learning the value of service. Communities are losing the involvement of their youngest members. Children are not getting “character education” in school—and in many cases, at home.

Keiningham and Aksoy say the result is that kids don’t have a strong sense of responsibility to others. They discuss:

- Why loyalty education matters for kids and communities
- How value-based education creates loyal citizens
- Benefits of “service learning”
- Five ways loyalty teaching creates a better society

Home Alone and Lonely

Learn how to keep solitude from becoming loneliness.

An estimated 10–15% of the US population is chronically lonely.

Keiningham and Aksoy say this is driven by the frenetic, fast-paced challenges of living in the modern world. They discuss:

- A four-step process for breaking out of a cycle of loneliness
- The importance of connecting in the three primary realms of our relationships for sustainable happiness
- Strategies for rekindling old connections and making new ones
- How to prioritize scarce time to maximize your happiness

On Friendship

- 1 in 4 Americans reports having no close friends they could confide in.
- The average total number of confidants per person is only 2; only 20 years ago that number was 3.
- An estimated 10–15% of the U.S. population is chronically lonely—between 30 and 45 million people.

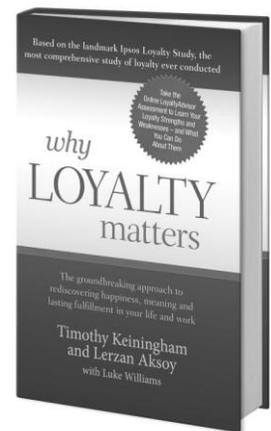
Impact of Disloyalty on US Businesses

- On average, companies lose half of their customers within 5 years.
- The average company loses half of its employees within 4 years.

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Suggested Interview Questions

1. What does “loyalty” mean?
2. What was the Ipsos Loyalty Study?
3. What were some of the big “aha” findings from the landmark Ipsos Loyalty Study?
4. How are we becoming less loyal as a society?
5. If you ask people what makes them happy, few of them would mention “loyalty.” What’s the correlation between loyalty and happiness?
6. Studies show that 30–45 million people are lonely in the US. Why are so many Americans lonely?
7. In the book you talk about 10 components of our “relationship style.” What’s the connection between one’s relationship style and loyalty?
8. How does a company earn the loyalty of its employees?
9. What’s the correlation between employee loyalty and career happiness?
10. How can a business earn the loyalty of its customers?
11. What is loyalty management, and how would a business use it to impact profitability?
12. Explain how it might be possible to be too loyal, to the detriment of your own core values or identity.
13. What happens when children grow up without a sense of loyalty?
14. How can parents and teachers encourage loyalty in children?
15. What effect has the rapid progression of information technology had on loyalty in our society?
16. You developed a practical tool, the P2R2 process, for building more loyal connections in our lives and work. What is it?



Fewer than 1 in 5 of us feel we are able to divide our time well between family, friends, and work.

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