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Weology: How Everybody Wins When We Comes Before Me

Peter Aceto, Justin Kingsley
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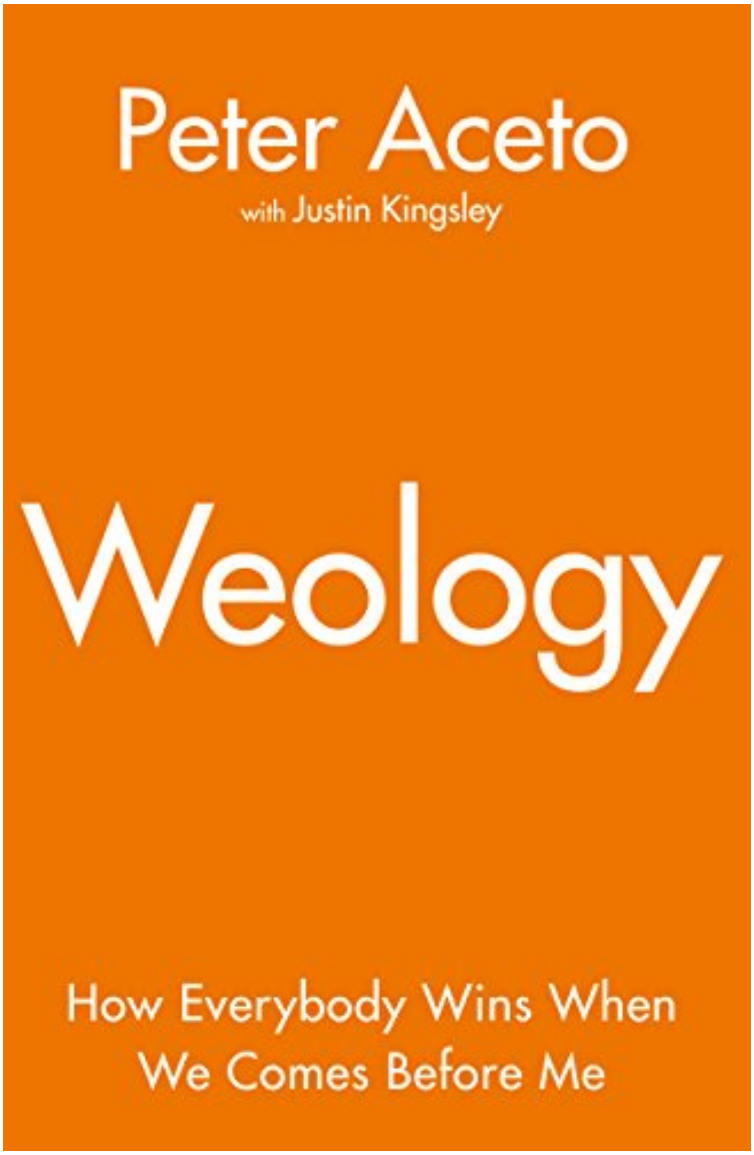

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Peter Aceto, Justin Kingsley : Weology: How Everybody Wins When We Comes Before Me before purchasing it in order to gage whether or not it would be worth my time, and all praised Weology: How Everybody Wins When We Comes Before Me:

0 of 0 people found the following review helpful. From the Mind of a Modern CEO to Your Own. Soak It Up!By TjmaxOne of the original social CEOs, Tangerine Bank's Peter Aceto gets that social media isn't the headliner here - it's just the tool that is transforming the way we do business, from the oppressive management practices of the Industrial Age to the modern, inclusive, and uplifting ways of the Social Age. It's not the media, it's the social - and

that's all about people. People like this Canadian banker's employees, and like the customers they serve so well together. As a "We," rather than as a "Me."Perhaps you know Peter from his uber-popular forward to my own book, "A World Gone Social." That forward has been quoted, parts lifted and given a life of their own as memes, in the year since we published.You may know him from the in-depth interview we published of him within the book, in our chapter on The Social Leader - the only interview we printed in full, because it's that good.Or, you may know Peter as one of his company's 2 million avid customers, or 1,000 highly-engaged employees, or as one of his nearly 20k followers on Twitter (@PeterAceto).However you know Peter Aceto - or especially if you're just hearing about him for the first time with this review - this is a leader to get to know better. And now, through his new must-read book "Weology: How Everybody Wins When We Comes Before Me," you have an unprecedented opportunity to get inside the mind of this transformational, unorthodox CEO.Now, drop everything and read this great book!

Canadarsquo;s most engaging banker shares his strategies for operating in a radically different way in our ever-changing business world. Nothing is average or normal at Tangerine (formerly ING Direct)mdash;not the name, not the style of banking, not the leadership. And Peter Aceto is not your average executive. The president and CEO of Tangerine runs his business in an unorthodox and intuitively human way. The bank has no tellers, no lineups, no bricks-and-mortar branches for its customers to visit. But people are at the core of the operation: loyal, happy and engaged employees who help thousands of customers save their money, buy homes and enjoy a healthy financial life. Weology provides an in-depth look into the ldquo;people-firstrdquo; leadership strategies that have made Tangerine Canadarsquo;s leading direct bank, with more than 1.9 million clients and close to $40 billion in total assets. As the companyrsquo;s guiding hand for more than six years, Aceto thrives in his role by relying strongly on transparency, trust and accessibility. He doesnrsquo;t have a luxurious corner office (instead, he sits among the other employees), and he often responds to calls and emails from customers directly. Acetorsquo;s relentless focus is on driving a type of radical thinking that delivers superior and unparalleled results for Tangerine and the financial well-being of Canadians, and that demonstrates largely how business will be led in the future. In Weology, Aceto shares many stories that show how his philosophy and strategies have made him and his business so successful.

ldquo;What an amazing book! Peter Aceto is a remarkable leader who exudes credibility and trust. He has beautifully captured the essence of his distinctive approach to business, leadership and life in this tremendous book.rdquo; (Stephen M. R. Covey, New York Times-bestselling author of The Speed of Trust and co-author of Smart Trust)ldquo;Peter Aceto is an unusual CEO. Employees donrsquo;t work for him, they work with him. Hersquo;s also an unusual leader. His team members donrsquo;t follow him, they join him. . . . We need more like him.rdquo; (David Chilton, author of The Wealthy Barber and former Dragon on CBCrsquo;s Dragonsrsquo; Den)ldquo;At turns humble and brilliant, practical and inspirational, Weology is the guidebook for the modern CEO. Irsquo;m going to send one to each of my CEO clientsmdash;and urge them to buy copies for the entire staff!rdquo; (Ted Coineacute;, co-author of A World Gone Social and CMO of Meddle.it)About the AuthorPeter Aceto is a globally recognized and respected business leader. He is the president and CEO of Tangerine (formerly ING Direct) and a change agent for leadership. He lives in Toronto with his family.Justin Kingsley, a New York Times-bestselling author, is a writer, strategist and photographer. He lives in Montreal with his family.