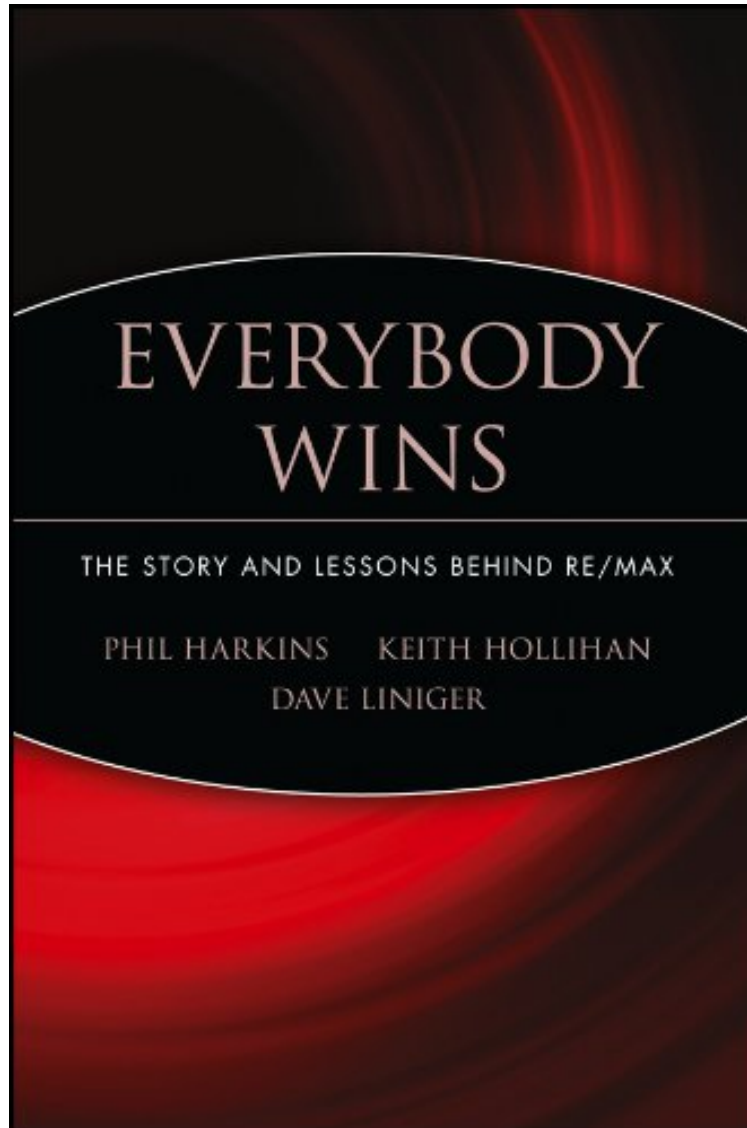


[Read download] Everybody Wins: The Story and Lessons Behind RE/MAX

Everybody Wins: The Story and Lessons Behind RE/MAX

Phil Harkins, Keith Hollihan

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#328762 in eBooks 2007-12-10 2007-12-10 File Name: B001C35B5I | File size: 52.Mb

Phil Harkins, Keith Hollihan : Everybody Wins: The Story and Lessons Behind RE/MAX before purchasing it in order to gage whether or not it would be worth my time, and all praised Everybody Wins: The Story and Lessons Behind RE/MAX:

0 of 0 people found the following review helpful. Insert Yawn.By Wendy WooYawn fest. Nothing more than another pyramid thing. Which is mostly the situation with real estate. I am a realtor, and got this after going to work for the franchise . The fees are incredibly high, and lots of downs to that, but since this review is based on the book itself, I would have to say, if you are in the franchise, you would be well served to read it so at least you know a bit about the corp you are working under. Aside from that , I would not recommend as a good read , in general.0 of 0 people found

the following review helpful. GreatBy Arnaldo FaissolExcelent book on real estate brokering and leadership, what makes a company sucessful and the power of the underdog. Great work!1 of 1 people found the following review helpful. For those interested in RE/MAXBy 52 Books-A-YearThis book is a must read for people who work at or plan to work at RE/MAX. It's more of a snapshot in time than anything else. It provides a solid history of the beginnings of RE/MAX. I was a little disappointed it didn't include more about RE/MAX in the current day and since the housing bubble burst. If you're not in real estate or interested in RE/MAX you can probably skip this one.

An inside look at one of the world's most successful real estate companies RE/MAX was founded over 30 years ago in Denver, Colorado, based upon a revolutionary idea for a new system of selling real estate. Since then, RE/MAX has experienced over 380 straight months of explosive growth. In *Everybody Wins*, authors Phil Harkins and Keith Hollihan reveal how RE/MAX has achieved such phenomenal success by examining the company's strategy, culture, and leadership. Harkins -- with the full cooperation of RE/MAX -- led a research team that closely studied RE/MAX as well as comparable fast-growing companies. The team observed critical meetings, attended conventions, dug through historical archives, and conducted extensive interviews with more than 50 key RE/MAX leaders. The outcome is an insightful and engaging account of one of the world's most successful companies. Order your copy today.

From the Inside Flap "I firmly believe that the RE/MAX formula of everybody wins is applicable to all, whether starting a company, trying to grow a current business, helping a school or church, or even perhaps working the corridors of government. If our story helps you create a winning formula for your dream, then I eagerly open my arms and welcome you into the everybody wins family." -- RE/MAX chairman and cofounder Dave Liniger

From the Foreword *Everybody Wins* is a detailed, compelling account of how RE/MAX grew into one of the largest real estate networks in the world. More than that, however, it provides firsthand lessons to leaders on how to drive growth in their own organizations. Coauthors Phil Harkins and Keith Hollihan studied seven global companies and did a thorough case study of RE/MAX. They analyzed financial information of the companies and were given full, unrestricted access to RE/MAX files, information, and personnel. The result is a gripping, step-by-step inside story of one company's road to competitive mastery, with guidelines for emulating the positives while recognizing and sidestepping the roadblocks. Valuable for all managing and leading organizations, *Everybody Wins* features:

- Guidance and ideas from colorful RE/MAX chairman and cofounder Dave Liniger, a high-impact leader cut from the same cloth as Sam Walton and Ray Kroc
- Hands-on techniques for leading an organization through tough times and actually moving ahead during low tide-- when you can "see the rocks"
- Strategies for focusing all employees on a common goal, while still promoting and rewarding their entrepreneurial instincts
- A template for getting top-to-bottom employee involvement and developing aculture in which everyone both contributes ideas and carries the boxes
- Additional detailed case studies of six of today's top high-growth/high-impact companies-- BMW, Canon, McDonald's, Nokia, Toyota, and Wal-Mart

Everybody Wins combines a full-color snapshot of one of today's most remarkable companies with an exhilarating, universally applicable template for breakthrough business success. At a time in which companies struggle to register consistent growth against what can seem like insurmountable odds, this entrepreneurial idea-book presents a model for turning bold innovation, constant improvement, hard-driving persistence, and genuine passion into unmatched success-- not just for the founder or the officers but for customers, vendors, and all individuals who dedicate their professional lives to the company.

From the Back Cover "This is a book about success, winning, and leading that contains important lessons for all organizations that want to become great." mdash;Warren Bennis, author of *On Becoming a Leader* and Distinguished Professor of Business, USC "I found myself saying 'Wow' time and time again as I highlighted my way through *Everybody Wins*. The RE/MAX saga [is] the story of a huge industry turned upside-down by an outrageously bold dream. As I said, 'Wow.'" mdash;Tom Peters, coauthor of *In Search of Excellence*

"*Everybody Wins* offers valuable advice on how to build a culture that supports innovation, growth, and constant learning. The chapter on 'Pace Line Leadership' is essential reading for leaders who want to turn vision into action." mdash;John Hammergren, Chairman and CEO, McKesson Corporation

About the Author Phil Harkins is CEO of Linkage, Inc., a consulting company that has worked with Dave Liniger of RE/MAX. Acirc;nbsp; In his own consulting and executive coaching work, Phil focuses on senior leaders and leadership teams at the top. Acirc;nbsp; His clients include senior executives and teams at prudential, Kraft, Ralston Purina, Morgan Stanley, American Express and numerous other Fortune 500 companies worldwide. Acirc;nbsp; He has written several books, including *Powerful Conversations: How High-Impact Leaders Communicate* (McGraw-Hill, 1999). Acirc;nbsp; He has also authored over twenty articles for magazines and journals. Acirc;nbsp; Harkins speaks frequently on these topics at public and in-house conferences, seminars, and programs around the globe. Keith Hollihan has co-authored 6 full-length non-fiction business / leadership books, including the Wall Street Journal highly recommended selection, *Beating The Business Cycle* by Lakshman Achuthan Anirvan Banerji (Crown / Doubleday 2004). He has also written dozens of articles for a wide range of leadership experts including such notable figures as C.K. Prahalad, David Gergen, Ken Blanchard, Noel Tichy, Marshall Goldsmith Michael Hammer and Sally Helgesen. He is an editor of the forthcoming *Leadership Lessons: 50 Top Coaches Reveal Their Secrets* (Jossey-Bass, December 2004) and *Enlightened Power: Women*

Changing the Path to Leadership (Jossey-Bass, February 2005).