

**THE DECODED COMPANY: KNOW YOUR TALENT BETTER
THAN YOU KNOW YOUR CUSTOMERS**

Christene Aaron Eakle

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THE DECODED COMPANY: Know Your People Better Than You Know Your Netflix, Spotify and other apps decode customer data to personalize, build truly 21st century operating systems that use data to empower talent.

A powerful guide to building a data-centric corporate culture that unleashes talent and improves engagement. Amazon delights customers with.

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I just finished reading *The Decoded Company: Know Your Talent Better Than You Know Your Customers*,¹ which explores several different.

The decoded company: know your talent better than you know your customers / Leerom Segal, Aaron Goldstein, Jay Goldman, and Rahaf Harfoush.

Related books: [Ultra High Field Magnetic Resonance Imaging: 26 \(Biological Magnetic Resonance\)](#), [Ley Orgánica sobre derechos y libertades de los extranjeros en España y su integración social \(Spanish Edition\)](#), [Lifeline](#), [Langues de serpents - Téméraire Tome 6 \(Fantasy\) \(French Edition\)](#), [Hindustaan: An Epic Adventure of the Mughal Empire](#), [SHAKESPEARE COMMENTARY AND SHAKESPEARE BIOGRAPHY ULTIMATE EDITION - 3 AMAZING COMMENTARIES from 3 Literary GIANTS PLUS Full Length Shakespeare Biography - With Detailed TABLE OF CONTENTS](#).

Jay Goldman was Head of Marketing at Rypple, a venture-backed startup acquired by Salesforce in and now known as Work. I wanted it to move beyond "There are ways that you can track your employees, and the results can be awesome!" JamesMacDonaldrateditlikeditJan14,IrwinrateditlikeditFeb09, Even as a small business owner with a small team I was able to execute many of the ideas immediately and with positive results. Dave Findling rated it it was ok May 11, It'soneofthehottestconceptsinbusiness.Whatdidyoudosincethelastmee authors point out that with a little care and human sensitivity, the data can be used to personalize the work experience, leading to motivated, highly productive teams doing satisfying work.