

# Best Face Forward: Additional Resources Books and Articles

Jeffrey Rayport and Bernard Jaworski

## Books and Articles

### Chapter 1: Interfaces as the New Frontier of Competitive Advantage

#### Books

- Frank Levy and Richard J. Murnane, *The New Division of Labor: How Computers Are Creating the Next Job Market* (Princeton, NJ: Princeton University Press, 2004)
- Bernd H. Schmitt, *Customer Experience Management* (Hoboken, NJ: John Wiley & Sons, 2003)
- Colin Shaw and John Ivens, *Building Great Customer Experiences* (New York: Palgrave Macmillan, 2002)
- Shaun Smith and Joe Wheeler, *Managing the Customer Experience*, 1st ed. (New York: Financial Times Prentice Hall, 2002)

#### Articles

- Technology Quarterly, "The Gentle Rise of the Machines," *The Economist*, 13–19 March 2004, 29–30
- "[Delta's Last Stand](#)," *Baseline Magazine*, 1 April 2003
- Jon E. Hilsenrath, "Behind Surging Productivity: The Service Sector Delivers," *Wall Street Journal*, 7 November 2003
- Jack E. Triplett and Barry Bosworth, "Productivity Measurement Issues in Services Industries: 'Baumol's Disease' Has Been Cured," *Federal Reserve Bank of New York Economic Policy Review*, September 2003

### Chapter 2: The Interface Imperative

#### Books

- Michael J. Wolf, *The Entertainment Economy: How Mega-Media Forces Are Transforming Our Lives* (New York: Crown Business, 1999)
- Shoshana Zuboff and James Maxmin, *The Support Economy: Why Corporations Are Failing Individuals and the Next Episode of Capitalism* (New York: Viking Penguin, 2002)
- Tom Osenton, *The Death of Demand: Finding Growth in a Saturated Global Economy* (Upper Saddle River, NJ: Financial Times Prentice Hall, 2004)

#### Articles

- Cliff Edwards et al., "[Special Report: Digital Homes](#)," *BusinessWeek*, 21 July 2003.

### Chapter 3: The Front-Office Revolution

#### Books

- James L. Heskett, W. Earl Sasser, Jr., and Leonard A. Schlesinger, *The Value Profit Chain: Treat Employees Like Customers and Customers Like Employees* (New York: Free Press, 2002)
- Frederick F. Reichheld, *The Loyalty Effect* (Boston: Harvard Business School Press, 1996)
- Michael E. Porter, *Competitive Advantage: Creating and Sustaining Superior Performance* (New York: Free Press, 1998)

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- Donald A. Norman, *Emotional Design: Why We Love (or Hate) Everyday Things* (New York: Basic Books, 2003)

### Articles

- Pete Engardio, Aaron Bernstein, and Manjeet Kripalani, "[The New Global Job Shift](#)," *BusinessWeek*, 3 February 2003
- Michael Hammer, "Reengineering Work: Don't Automate, Obliterate," *Harvard Business Review*, July–August 1990
- James L. Heskett et al., "Putting the Service-Profit Chain to Work," *Harvard Business Review*, March–April 1994

### Chapter 4: What People Do Best

#### Articles

- Alexandra Kirkman, "Find and Teach the Best People," *Forbes Global Magazine*, 28 October 2002
- Michael E. Porter, "What Is Strategy?" *Harvard Business Review*, November–December 1996
- Anthony J. Rucci, Steven P. Kirn, and Richard T. Quinn, "The Employee-Customer-Profit Chain at Sears," *Harvard Business Review*, January–February 1998
- John Hood, "Blessings of Liberty: The Market Approach to Job Training," *Policy Review*, no. 77, May–June 1996

### Chapter 5: What Machines Do Best

#### Books

- Shoshana Zuboff, *The Age of the Smart Machine* (New York: BasicBooks, 1989)
- Ray Kurzweil, *The Age of Spiritual Machines* (New York: Penguin Group, 1999) Jef Raskin, *The Humane Interface*, 1st ed. (Upper Saddle River, NJ: Addison-Wesley, 2000)
- Rodney A. Brooks, *Flesh and Machines: How Robots Will Change Us* (New York: Pantheon Books, 2002)
- Hans P. Moravec, *Mind Children: The Future of Robot and Human Intelligence* (Cambridge, MA: Harvard University Press, 1994)
- Jeremy Rifkin, *The End of Work: Five Years Later*, paperback ed. (New York: Penguin, 2000)
- Rosalind Picard, *Affective Computing* (Cambridge, MA: MIT Press, 1997)

#### Articles

- Kortney Stringer, "How to Have a Pleasant Trip: Eliminate All Human Contact," *Wall Street Journal*, 31 October 2002
- Hans P. Moravec, "[Robots, After All](#)," *Communications of the ACM*, October 2003, 90–97
- Ray Kurzweil, "[Deep Fritz Draws: Are Humans Getting Smarter, or Are Computers Getting Stupid?](#)" KurtweilAI.net, 19 October 2002
- Erik Brynjolfsson, "[The IT Productivity Gap](#)," *Optimize* no. 21, July 2003
- Joanna Glaner, "[How Robots Will Steal Your Job](#)," *Wired*, 5 August 2003

### Chapter 6: Putting the Amalgam of People and Machines to Work

#### Books

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- Lorraine B. Diehl and Marianne Hardart, *The Automat: The History, Recipes, and Allure of Horn & Hardart's Masterpiece* (New York: Clarkson Potter Publishers, 2002)
- James L. Heskett, W. Earl Sasser, Jr., Christopher W. L. Hart, *Service Breakthroughs* (New York: Free Press, 1990)
- Eric Schlosser, *Fast Food Nation: The Dark Side of the All-American Meal* (New York: HarperCollins, 2002)
- Jean-Marie Dru, *Beyond Disruption: Changing the Rules in the Marketplace*, 1st ed. (New York: John Wiley & Sons, 2002)

### Articles

- Christopher W. L. Hart, James L. Heskett, and W. Earl Sasser, Jr., "The Profitable Art of Service Recovery," *Harvard Business Review*, July–August 1990
- "Generating Customer Satisfaction the First Direct Way," *Bank Marketing International*, 3 September 2002

## Chapter 7: Managing Interface Systems

### Articles

- Michelle Higgins, "Grocery Shopping Enters a New Age," *Wall Street Journal*, 30 March 2004.
- John Hunter, "[I Want My QVC](#)," *CEO Magazine*, 1 June 2003
- Alexandra Kaptik, "[Strategies for Securing a Home-Shopping Spot](#)," Startup Journal Case Study from *Wall Street Journal* online, 1 April 2003
- Sasha Issenberg, "[Getting Ready for Prime Time](#)," *Inc. Magazine*, November 2003
- Ramin Ganeshram, "[Executives' Guide to Call Center Excellence: Outsourcing—Making the Right Call](#)," *CRM Magazine*, February 2003
- David Myron, "[Delivering on its Promise—CRM Is Turning Call Centers into Profit Centers](#)," *CRM Magazine*, April 2003

## Chapter 8: The Interface Audit

### Articles

- Frederick F. Reichheld, "The One Number You Need to Grow," *Harvard Business Review*, December 2003

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## Online Resources

### Economic Indices and Indicators:

- [Organisation for Economic Co-operation and Development](#)
- [U.S. Department of Labor; Bureau of Labor Statistics](#)
- [American Consumer Satisfaction Index](#)

### Entertainment:

- [UCLA Center for Communication Policy](#)
- [Entertainment Software Association](#)

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### Call Centers:

- [Call Center Magazine](#)
- [Billing World & OSS Today](#)
- [CRMxchange](#)
- [Customer Interface](#)

### Kiosks:

- [Kiosk Magazine Online](#)
- [Kiosks.org Association](#)
- [Kiosk Marketplace](#)
- [IBM Kiosk Solutions](#)

### Retail Technology:

- [Internet Retailer](#)
- [E-Commerce Times](#)
- [Retail Forward](#)
- [Retail Wire](#)
- [Shop.org](#)

### Speech Recognition Technology:

- [Commercial Speech Recognition](#)
- [CMU Sphinx](#)
- [TMA Associates](#)
- [J. Markowitz, Consultants](#)
- [Yahoo Voice Recognition Software](#)

### AI and Robotics:

- [About Inventors Robotics and Robots](#)
- [Carnegie Mellon Project on People and Robots](#)
- [Hans Moravec](#)
- [International Federation of Robotics](#)
- [KurzweilAI.net](#)
- [Robotics Online](#)
- [Robotics Trends](#)
- [Robotics and Automation Society, Technical Committee on Service Robots](#)

### Wireless and Handhelds Technology:

- [CNET Handhelds Reviews](#)
- [FierceWireless](#)
- [Handheld Usability](#)

### Managing Information Technology:

- [Baseline Magazine](#)
- [CIO Insight](#)

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- [Chief Executive](#)
- [Institute for the Future](#)
- [Optimize Magazine](#)
- [strategy+business](#)

### Interactive Marketing and Advertising:

- [Catalog Age Magazine](#)
- [ClickZ Network](#)
- [eMarketer](#)
- [Future Now](#)
- [Interactive Advertising Bureau](#)
- [MarketingSherpa](#)
- [MarketingProfs.com](#)
- [MediaPost](#)
- [iMedia Connection](#)
- [Online Publishers Association](#)

### Technology News:

- [BusinessWeek Online](#)
- [CNET News.com](#)
- [KnowledgeStorm](#)
- [TechWeb](#)
- [Tomalak's Realm](#)
- [PC World](#)
- [VentureWire](#)

### User Experience

- [Jakob Nielsen's Website](#)
- [User Interface Engineering](#)
- [Good Experience Blog](#)