

Advance Praise for The Fourth Factor

“Culture matters. What Ford calls the fourth factor is at least as important as products, customers, and cash in getting results and generating shareholder value. **Any executive who wants to successfully manage culture should heed the practical advice Ford provides.**”

*Jonathan Schwartz,
CEO, Sun Microsystems, Inc.*

“My personal attention to culture, what Ford calls the fourth factor, has been important in building 1-800-GOT-JUNK? into an internationally recognized brand. Ford has done a great job of creating a book that allows leaders at all levels of the organization to lead more effectively by understanding and managing culture. **A must read for executives!**”

*Brian Scudamore
Founder and CEO, 1-800-GOT-JUNK?*

“Ford’s wonderful new book on the Gorilla of corporate culture is **brilliantly practical, carefully thought out, and clearly written.** To mix metaphors, the blind men (and women) can finally begin to see the sides of the elephant when it comes to culture.”

*Michele Bolton
Author of The Third Shift*

“**This is an important work on a significant subject** for serious leaders who want to grow extraordinary organizations. Dr. Ford elaborates with clarity and wisdom about the power of culture in any environment.”

*Nido R. Qubein
Chairman, Great Harvest Bread Company
President, High Point University*

“Ford has finally provided an answer to every CEO’s question: ‘We’ve tried everything, and the problem persists. What’s wrong?’ **Read *The Fourth Factor*, and you’ll pick up that missing organizational link.**”

*George W. Kessinger
CEO, Goodwill Industries International*

“CEOs, boards of directors, and Wall Street analysts should all be paying attention to *The Fourth Factor*. Ford’s view that leaders who don’t manage culture can’t successfully manage products, customers, and cash is dead-on. Buyouts, mergers, and other financial deals often fail to produce shareholder value because the leaders don’t understand culture. **Anyone who cares about building shareholder value should read this book.**”

*Ross Garber
Cofounder, Vignette Corporation*

Visit www.FourthFactorOnline.com for more information on

THE FOURTH FACTOR: Managing Corporate Culture

By Linda Ford

“I’m giving every leader in my portfolio a copy of this book. **It’s full of nuggets of wisdom aptly backed by real-life stories.** Dr. Ford is savvy and street-smart with a deep foundation of knowledge. She speaks my language and understands my business problems.”

*Ed Perry
General Partner, Murphree Venture Partners*

“A very helpful, provocative book, which **should be read by anyone wanting to bring a business into higher-level performance.** Ford’s enthusiasm and brilliant use of metaphor as well as very real examples provide interest as well as solid information.”

*Marjorie R. Barlow, PhD
Author of The Possible Woman*

“Linda Ford delivers a message in her book that CEOs ignore at their own peril: an organization’s culture can and should be managed just like any other strategic asset. **Linda provides real-world examples and real-world advice that is actionable—the rest is up to us.**”

*Bill Daniel
CEO, Surgient, Inc.*

“Ford arms the individual with a manifesto on how to unleash employees’ creativity and energy. **This book explains how you, as an individual, can affect change in an organization,** taking culture into account. This is an absolutely great read.”

*Ed Anderson,
Senior Vice President, Sales and Business Development, Digital Standard, Inc.*

“**The Fourth Factor offers our employees a means of exploring their personal views and attitudes about beliefs and behaviors** that will influence the success of our culture building and sustaining efforts. Thank you for providing a practical text written for leaders, trainers, and our producers and service providers.”

*Jim Ronay
EH Systems*

“Ford’s gorilla metaphor for organizational culture provides an image that anyone at any level of the organization can understand. And **the tools to apply this knowledge are all right along side the gorilla in her book.**”

*Steve Harper
Author of The Ripple Effect*

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