

August 24, 2021

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The difference between cool and culture

In business, nothing is more valuable than your people and this realization is the foundation of strong culture. AM founder and principal Aaron McClung dishes on the difference between being brand cool and having the right culture.

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What they're saying...

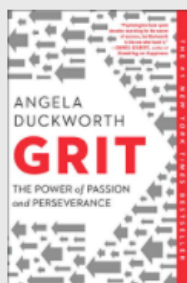
"A person's world does not revolve around a brand's product, service or website... People are only 'users' and 'consumers' for small portions of the day."

— Peter Hartzbech, CEO of iMotions, on why connection, convenience and value will determine stickiness of behavior changes

What we're reading...

Grit: The Power of Passion and Perseverance

By Angela Duckworth



Who doesn't need a little grit today? In her New York Times bestseller, "Grit: The Power of Passion and Perseverance," Angela Duckworth shows why it takes more than talent to succeed—a special blend of passion and persistence she calls "grit." A celebrated researcher and professor, Duckworth shares what she has learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff and Seattle Seahawks' Coach Pete Carroll.

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