



Media Contact:

Courtney Chauvin for Wired to Care

(212) 931-6167

cchauvin@peppercom.com

“*Wired to Care* will convince you that businesses succeed with their hearts as much as their heads. Dev Patnaik has given us just what we need for the lean years ahead.”

– **Malcolm Gladwell, author of *Outliers*, *Blink*, and *The Tipping Point***

“Dev Patnaik's *Wired to Care* maps a path to innovation fueled by ‘seeing the world with new eyes.’ On numerous occasions, Dev and his colleagues at Jump helped us break through to those most critical insights.”

– **Beth Comstock, Chief Marketing Officer, GE**

“Empathy might be the most underappreciated ability in business. But with this smart and insightful book, Dev Patnaik shows how to enlist this powerful capacity both to boost your own business and to better our shared world.”

– **Daniel H. Pink, author of *A Whole New Mind***

Press Release:

Wired to Care: How Companies Prosper When They Create Widespread Empathy

*Strategist Dev Patnaik takes readers deep inside top organizations
to unlock the connection between empathy and business growth*

SAN FRANCISCO, Calif. (Jan. 7, 2009) – How can we tap into our power to connect with others and use it to see fresh opportunities in tough times? How can empathy transform a company’s culture and fuel its growth in an adverse market? How can companies that have lost their connection with their customers regain their loyalty?

Wired to Care (FT Press, ISBN 13: 9780137142347, \$24.99, 272 pages, hardcover, January 18, 2009) tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what’s going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something new. And they have the gut-level certitude to stick with an idea that doesn’t take off right away. People are *Wired to Care*, and many of the world’s best organizations are, too.

Dev Patnaik, principal and founder of growth strategy firm Jump Associates, takes readers inside leading companies including IBM, Target and Nike to see how empathy can drive change and sustained growth. He dives deep into the human brain to find the biological sources of empathy, and he spends time on both sides of the political aisle to show how empathy can give politicians the acuity to cut through a morass of contradictory information.

“We’re taught in grade school that empathy – the ability to see a situation from the perspective of others – is a fundamental part of what makes us human. Yet in business, we’re told to check those instincts at the door,” said Patnaik. “Organizations that break this mold are able to make better decisions more quickly, because they know exactly what is right to do and what is wrong to do for their customers. Empathy isn’t some lovey-dovey abstraction – it’s an engine for growth.”

To learn more about *Wired to Care* and to join the conversation, please visit the official *Wired to Care* Web site and blog at www.wiredtocare.com/.

To download images, video and other press resources, please visit <http://press.wiredtocare.com/>

To purchase a copy of *Wired to Care*, please visit any of the retailers listed here: www.wiredtocare.com/?page_id=84

Do you know of an organization with a strong sense of empathy? Tell us about it at www.wiredtocare.com/?page_id=86.

About Dev Patnaik

Dev Patnaik is a founder and principal of Jump Associates, a growth strategy firm based in San Mateo, Calif. He has been an advisor to some of the world’s most admired companies, including GE, Target, Nike and Harley-Davidson. Dev is an adjunct faculty member at Stanford University, where he teaches Needfinding to design and business school students.

Dev is available for public speaking, including internal corporate events and workshops. For speaking inquiries, please contact Tom Nielssen of the Bright Sight Group at 609-924-3060.

About Jump Associates

[Jump Associates](http://www.jumpassociates.com/) is a growth strategy firm that helps companies create new businesses and reinvent existing ones. Since 1998, Jump has worked with organizations such as Target, GE, Nike and Procter & Gamble to define new growth platforms and reframe competitive landscapes to reveal new sources of value.

About FT Press

FT Press is an imprint of Pearson and publishes high-quality books in the areas of General Business, Finance and Investing, Sales and Marketing, Leadership, Management and Strategy, Human Resources, and Global Business. Our brand is built on the concept of signing and publishing the world’s best minds on the most relevant topics.

Additional Praise for *Wired to Care*

“*Wired to Care* describes how to recover the basic human abilities of empathy that may be buried by your day-to-day business routines. Dev Patnaik shows how you can create a more empathic- and much more successful-business.”

- Chip Heath, author of *Made to Stick*

“Especially in a down economy, empathy can seem like a soft concept. But it's not - it's a powerful source of new growth that has helped fuel my business for more than two decades. As *Wired to Care* convincingly shows, the more an organization can understand and empathize with the key motivators of their employees and customers, the more likely that organization will have sustainable success.”

- Chip Conley, Founder and CEO of Joie de Vivre Hospitality and author of *PEAK*

“Why should you care about *Wired to Care*? Because this book will not only make you better at business-it will make you better at life! Buy it, read it, and then practice what it preaches.”

- Alan M. Webber, co-founder of *Fast Company* magazine

“*Wired to Care* offers a roadmap to success paved with empathy, where caring contributes more to the potential success of a company than cost cutting, and where hope is more important than hype. The bottom line is better profits, better products, and happier employees. There is a better day for business (thankfully) when companies are wired to care.”

- Robyn Waters, former VP of Trend, Target Stores and author of *The Hummer and the Mini*

###