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***Wall Street Journal* bestselling author Jack Mitchell brings back  
High-Touch Service to our High-Tech World  
in his new book**

**HUG YOUR PEOPLE:  
The Proven Way to Hire, Inspire, and Recognize Your Employees  
and Achieve Remarkable Results**

“In *Hug Your People*, Jack Mitchell explains how simple ideas, put into practice, will let your employees know how much you value them. Be nice to them. Trust them. Recognize them. Give them a hug. It works for Jack, it works for me, and it will work for you!”  
- **Ken Blanchard**, author of *The One Minute Manager* and *The One Minute Entrepreneur*

In a day and time when social networking is the hottest buzz word and “relationships” are things that can happen virtually, author and CEO Jack Mitchell is committed to bringing back the human connection to our business and our lives. In his new book, **HUG YOUR PEOPLE: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results** (Hyperion; hardcover; March 4, 2008), he looks closely at how relationships drive successful businesses and offers a road map for keeping them alive in today’s companies.

Mitchell is chairman and CEO of three highly successful, family-owned clothing stores in Connecticut and Long Island and author of a 2002 *Wall Street Journal* bestseller that first popularized his philosophy of personal service and attention. His new book reveals the

“personalization with people” philosophy behind the hugging culture that has won his stores a reputation for having engaged employees with longevity and creating loyalty that is the envy of the retail world.

“Hugging” is Mitchell’s definition of bringing humanity back into our lives, not just by embracing people but actually knowing those we do business with, understanding what motivates them, and better still, finding out what matters to them. A follow-up to Mitchell’s first bestseller, this book is poised to continue the revolution that *Hug Your Customers* began five years ago. It is a compelling blend of anecdotes from the author’s own life and a practical guidebook for building the relationships that Mitchell says are at the heart of every transaction.

“Motivating the workforce and employee retention are huge global challenges,” writes Mitchell, “and business leaders are eager for a detailed but simple blueprint that tells them how to assemble a happy and effective workforce that doesn’t desert them the minute the business across the street offers \$10 more a week and an extra vacation day.” Mitchell offers that blueprint in an easy-to-read, quick take-away format using five core principles to create an engaged workforce that works together and engages customers. They are:

**Nice** - How you treat one another is the basis for how you will treat your customers. Make it a practice to know something about each of your employees, their likes or dislikes, so your interaction with them has a personal component.

**Trust** - Having faith in your employees is the most important component of building relationships. Again, first you practice it with your employees who will, in turn, carry it on to the customer.

**Pride** - Make your people an implicit part of your company mission statement and be sure to give them the environment, the tools, and the education they need to do their jobs well.

**Include** - Reach out to your employees for input on business decisions or changes in areas where they are particularly gifted or well-versed. Then take their suggestions into account when making changes or starting new initiatives.

**Recognize** - Take the time to celebrate victories, big and small, by your staff and know enough about them to know how they’d best like to be recognized-- whether called out at a staff meeting, sent a beautiful bouquet of flowers or given tickets to a local show. Personalizing rewards makes them really matter.

Mitchell’s principles are simple, elegant, unpretentious, and based on successful use in real-life leadership. When used throughout an organization, they help businesses attract talent, lower marketing costs, maintain high gross margins, and build long term revenue.

**HUG YOUR PEOPLE** is more than a book to Jack; it is part of his personal mission to bring civility and compassion back to the way we all conduct our business and our lives. Jim Nantz of CBS Sports is among the early admirers, calling it “a book rich with wisdom. The Mitchell family secret for success should be read by everyone -- it’s like Mike Krzyzewski or Tony Dungy opening up their playbooks for the public.” The new volume will join Mitchell’s first book in becoming a crucial part of every business library.

**HUG YOUR PEOPLE:  
The Proven Way to Hire, Inspire, and Recognize Your Employees  
and Achieve Remarkable Results**

Author: Jack Mitchell

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The Five Principles from  
**HUG YOUR PEOPLE**  
by Jack Mitchell

**NICE: It's How You Treat One Another**

Jack Mitchell believes it all starts here – creating a culture at work for your people to feel happy and motivated. Hire nice people, train them with a mindset for a career with you rather than a job, know their names and their hobbies, recognize them, have fun and reinforce the connections you have made by encouraging them to share information on what matters most to them.

**TRUST: The Most Important Principal of All**

This is the most important principal because trust is the foundation of any solid relationship. Mitchell believes personalized relationships are the cornerstone of every career. Set expectations but not a long list of stringent rules and regulations. Give up an authoritarian leadership for one with shared responsibility. Make your company transparent by sharing sales results and other measurable goals. Accentuate the positive during performance reviews. Check in with staff and don't check up or make them feel like you monitor them constantly. Resolve conflict between associates quickly and openly. And finally, educate your employees on how to embrace change when they are struggling.

**PRIDE: The Power of Us All**

Have a solid, simple, inspiring mission statement that acknowledges your employees as your greatest asset alongside customers. Offer them a great working environment, the technology and tools they need to do their jobs, and the chance for more education. Make the workplace feel like home -- warm and inviting. Hold parties and invite their families to attend. Embrace the community where your business is located. Be generous in recognizing accomplishments by anyone in the organization and celebrate those big and small moments.

**INCLUDE: You Can't Do It Alone**

Employees need to be included in company strategy and decision making. Invite people to participate, particularly if there is something at hand that plays to their particular talent. Seek input from everyone, from the bottom to top of the company, on any issues that you can. Include the people who provided input into important decisions to actually participate in making them happen. Involve everyone, and everyone will feel invested in the outcome.

**RECOGNIZE: It's More Than Money**

Dozens of studies have shown that a bigger paycheck is NOT the only way to make employees happy. Once you are paying competitive wages and benefits for their position, you need to think carefully about how to reward employees. Make rewards personal and long lasting. Understand that treating everyone fairly doesn't mean treating them the same. Support your people when they struggle. Be quick to acknowledge a hire that isn't working out and address the issues. Leave the door open to employees you valued who left and have changed their minds and want to return. Hire for life and a long term career with everyone who works with you.

Adapted from **HUG YOUR PEOPLE: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results** by Jack Mitchell. March 2008, Hyperion.

**More Advance Praise for**  
***Hug Your People***  
**by Jack Mitchell**

“I read your new book. I loved it. It has a lot to teach all managers. Great work.”

- **Jim Kilts**, Centerview Partners

“If you look behind the scenes at any business that succeeds over the long term, you will find motivated, committed, *energized* employees. Jack Mitchell is the grand master at motivating and inspiring employees to perform brilliantly -- and exceed their customers’ expectations every time.”

- **Richard J. Harrington**, President & CEO, The Thomson Corporation

“Jack Mitchell truly inspires others to create a ‘culture of hugging’ that extends beyond the workplace and into our every day lives. Simply put, Jack Mitchell’s approach to customers makes the world a better place.”

- **Steve Adubato, Ph.D.**, Author, “Make the Connection,” Emmy Award-winning Anchor, Thirteen/WNET (PBS)

“*Hug Your People* is the perfect sequel to *Hug Your Customers*. Good customer service starts with happy employees and Jack Mitchell knows it!”

- **Sy Sternberg**, Chairman & CEO New York Life

“*Hug Your People* is a book rich with wisdom. The Mitchell family secret for success should be read by everyone -- it’s like Mike Krzyzewski or Tony Dungy opening up their playbooks for the public.”

- **Jim Nantz**, CBS Sports

“The rush of business every day and the complexities that go along with it does not always allow us to stop and engage the way we should on the basics. This book serves as a great and easy reminder to do just that -- build the right relationships with your employees and the rest is easy!”

- **Nicholas M. Donofrio**, Executive Vice President, Innovation and Technology, IBM Corporation

“*Hug Your People* marries the most overlooked foundational element important to corporate principles...humanity. It is empowering!”

- **Matt Rubel**, President, CEO, Collective Brands Inc.

“In today’s competitive environment having the best people in your industry work for you is the prerequisite of being #1. Retaining the best requires a personalized approach, and Jack provides the way to do it.”

- **Bernadette Kenny**, Chief Career Officer, Senior Vice President, Human Resources Adecco Group North America

“*Hug Your People* is totally inspiring. Jack Mitchell takes you on a journey that is as much about life as it is about business. This book will not only help you become a better leader but also make

you a better person. At Starbucks, we experienced first hand what the lessons that Jack imparts can do to help an organization. If you want a more rewarding relationship with another human being, read this book.”

- **Howard Behar**, Director, Starbucks Coffee

“*Hug Your People* must be a “must read” if Jack Mitchell authored it. He knows more about motivating people - customers, employees and all with whom he comes in contact than any other person I know.”

- **Arthur Levitt, Jr.**, author of *Take on the Street*, former chairman SEC, present friend and customer of Mitchells

“Jack does it again. *Hug Your People* delivers a down to earth, easy to read wisdom about nurturing people and cultivating a culture of customer service that will drive success in any business endeavor.... in every walk of life.”

- **David Barrett**, President & Chief Executive Officer, Hearst-Argyle Television Inc.

“This book describes specific employer attitudes to build a corporate culture where people enjoy coming to work and take pride in their contributions working together to maximize profitability. Read this book and create an extraordinary work environment where everyone is treated with respect, dignity, fairness, all with clarity about the work ethic, values and norms of your business and achieve great success, as the Mitchells model illustrates.”

- **David Bork**, Founder, Aspen Family Business Group

“My endorsement of your last book applies equally well to this book, “I’ve always thought that the strength of an organization is defined by the culture and attitude of its people. At Richards, the people are wonderful – they make the difference. Now I don’t shop anywhere else.” But for this one let me say: In *Hug Your People*, Jack Mitchell shares terrific insight on how to develop and retain great employees – the key to running any successful business.”

- **Richard Fuld, Jr.**, Chairman and Chief Executive Officer, Lehman Brothers, Inc.

“It makes sense that well hugged associates will hug their guests even more but Jack Mitchell knows how to make it sound simple and brilliant at the same time. It is a powerful book about a powerful concept--the value of our people--our most important asset. Thanks Jack for reminding us all how important a HUG can be!”

- **Maxine Clark**, Founder and Chief Executive Bear, Build-A-Bear Workshop

“One of our nations top retail merchants offers a remarkable insight about the exciting benefits from recognizing applauding and respecting people. The realty of this passionate conviction is evident when you walk the Mitchells/Richards stores and the author Jack Mitchell is the leading practitioner An upbeat positive read which I recommend to any leader trying to motivate inspire and retain their team.”

- **Larry Bossidy**, former Chairman, Honeywell and author of *Execution* and *Confronting Reality*

“Jack Mitchell has done it again --- he’s written another wise, compassionate, and incredibly useful book. (Most people, upon reading it, will want to go work for Jack immediately.) But don’t let the title fool you -- this isn’t “soft” stuff. Jack’s inspiring approach to management and leadership, if followed, will deliver bottom-line business results.”

- **Geoffrey Brewer**, Editorial Director, Gallup Press

“The concepts and strategies in *Hug Your People* will set you apart from the competition. Your people will work harder, smarter, and with more energy and enthusiasm. And in a way that is unique to your organization.”

- **Harry Paul**, Coauthor, *FISH! A Remarkable Way to Boost Morale and Improve Results*

“If you want to run a business, but hate American corporate culture, this book is the one to read. Here’s somebody whose advice you can use.”

- **Paul Newman**

“Jack Mitchell has done “it” again. He has eloquently connected customer satisfaction to each employee by engaging employees in an understandable process that builds great companies. *Hug Your People* is a must read for leaders, employees, marketers and all committed to quality.”

- **W. Grant Gregory**, President of Cerberus Operations

“Really good stuff, Jack - many, many underlines and folded page corners – the kind of book that made me think numerous times: “so and so must read this section!” Even those hugging things we are already doing are framed by you in a different way, which will help us improve these.”

- **Sam Haigh**, President and Chief Operating Officer, Benchmark Hospitality International

“Your book is a “bible” on how to nurture associates by building a great team spirit, BRAVO!”

- **Gildo Zegna**, CEO, Ermenegildo Zegna

“We all know if you hug your employees they hug your customers. At Richards, every customer who enters is warmly greeted with service that is unmatched in any other store.”

- **Tom Neff**, Chairman, Spencer Stuart U.S., author of *You’re in Charge, Now What?*

“The quintessential handbook for caring for people.”

- **Peter Helie**, Chairman/CEO, Prudential Connecticut Realty

“The Mitchell Family understands the fundamental relationship between valuing your people and delighting their customers. The success of any business depends on the caliber of the people and the value they bring to their customers. I am a great example of a “delighted” Mitchell’s customer.”

- **Anne M. Mulcahy**, Chairman and CEO, Xerox Corporation

“Your book is spot-on and very useful for me. If we can replicate, on a large scale, what you do to “hug your people” we will have realized our goal of truly cherishing our people. Your book taught me a lot, Jack. For providing me with some great ideas, many thanks.”

- **Indra Nooyi**, Chairman and Chief Executive Officer, Pepsico

“In *Hug Your People*, Jack describes his family’s true key to success -- that extraordinary customer service and satisfaction is the result of treating your associates like they, too, were family members. They go the extra mile, no request is too big, they have a great positive attitude and always follow through. Jack may just have the best customer service in America because his associates take extraordinary pride in what they do and feel appreciated and respected...just like the customers.”

- **Cathie Black**, President, Hearst Magazines

“I loved it. By the time you put *Hug Your People* down, you come out with very specific things that you can do knowing in your heart that they will have a positive impact with associates, clients, and ultimately the bottom line.”

- **Ramiro Lopez Larroy**, Director - Strategy & Marketing, Santander Private Banking

“Reading Jack’s new book reinforces the notion of creating an environment in the workplace that is as warm and inviting as your home. Just like family, you must treat your associates like you want them to treat their customers. Bravo Jack! Hugging your customers starts with hugging your associates!”

- **Mario Bisio**, Owner, [Mario’s in Portland, OR and Seattle, WA](#)

## **About the Author** **Jack Mitchell**

**Jack Mitchell** is Chairman and CEO of Mitchells/Richards/Marshs, a three-generation family business that operates men's and women's specialty stores in Connecticut and New York that are nationally renowned for their brilliant service touches and strong relationships. Mitchell himself has been recognized as one of the top ten retail visionaries of his time by the *Daily News Record*, one of the most widely read retail trade publications in the country.

The author of the 2003 *Wall Street Journal* bestseller *Hug Your Customers*, Mitchell has just completed his second book, **HUG YOUR PEOPLE: The Proven Way to Hire, Inspire, and Recognize Your Employees to Achieve Remarkable Results** which Hyperion will publish in March 2008.

After completing a B.A. at Wesleyan University in 1961 and an M.A. at the University of California-Berkeley, Jack joined the family business, Ed Mitchell, Inc., which was founded by his parents, Ed and Norma, and later became Mitchells of Westport. In 1995, Mitchells acquired Richards, the leading men's clothing store in Greenwich, Connecticut, and in 2006, added Marshs of Huntington, Long Island, to the group.

Growing up in a close-knit family and raising four sons established patterns of thoughtfulness and caring in Jack that blended seamlessly into serving the public in the retail clothing business. Under his leadership, Mitchells, Richards, and Marshs have become well known for employee engagement and longevity and providing exceptional customer service and high quality merchandise in an exciting, friendly, and visually dynamic atmosphere.

In 2000, Richards received "Store of the Year" honors in the annual Retail Design Awards competition held by the National Association of Store Fixtures (NASFM) and co-sponsored by VM+SD magazine. In 2001, *MR Magazine*, the magazine of menswear retailing, named Mitchells/Richards Retailer of the Year.

In addition to running the retail stores with his brother, Mitchell has become an active speaker, keynoting at events for corporations including Morgan Stanley, Build-A-Bear, Payless, Nike, and Harvard University School of Business.

Jack shares with his family a number of Community Leadership Awards from the Anti-Defamation League, The Menswear Division of UJA-Federation of New York, and Sacred Heart University. Jack is on the Yale Cancer Board and Greenwich Hospital Board of Trustees.