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TOMORROW'S IDEAS FOR TODAY'S BUSINESS

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PROMOTES SUCCESS ON  
A HUGE SCALE

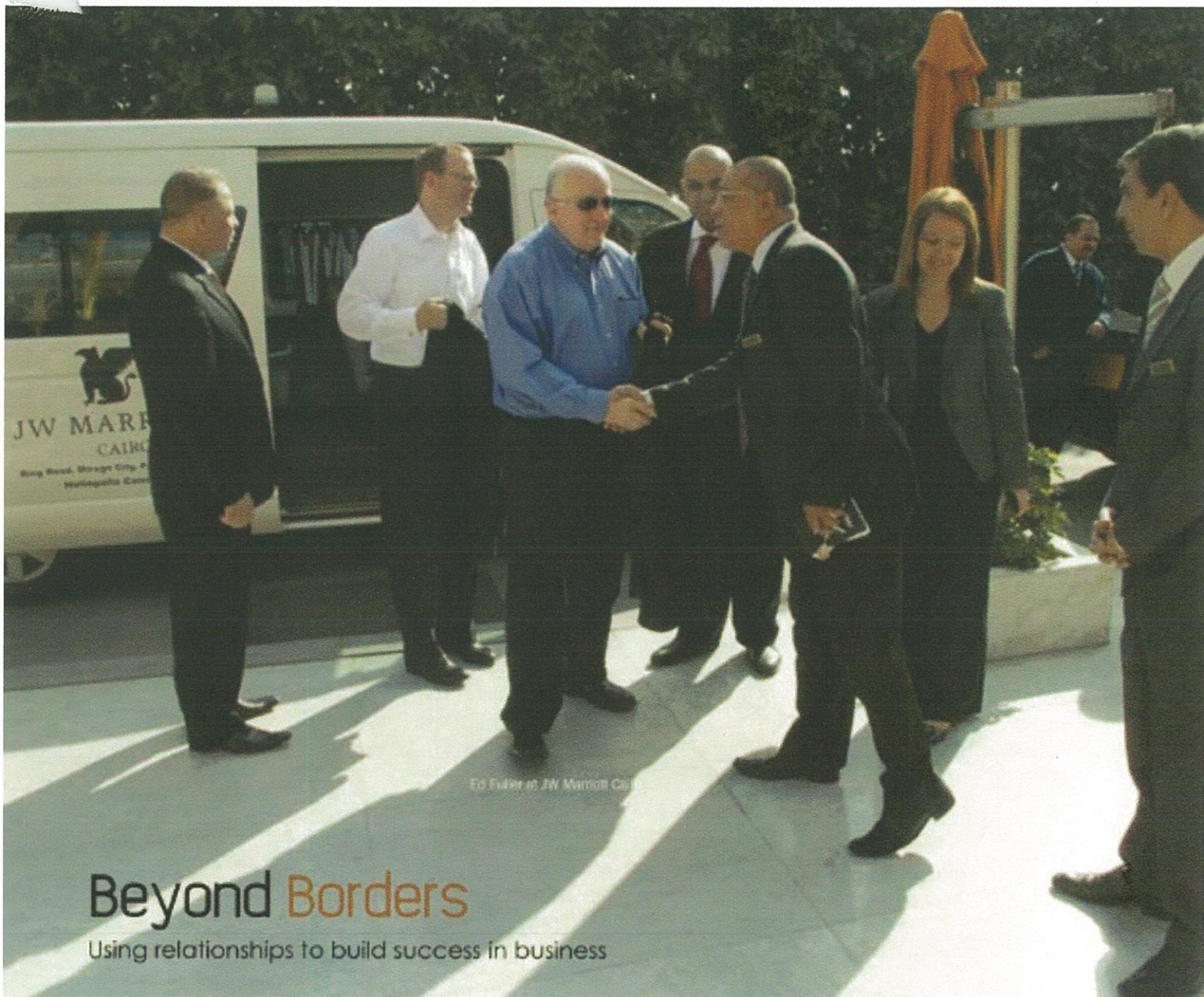
**MARRIOTT  
INTERNATIONAL**  
USING RELATIONSHIPS  
TO BUILD SUCCESS IN  
BUSINESS

**DISNEY STORE**  
THE 'BEST 30 MINUTES  
OF A CHILD'S DAY'

**P10**  
CORPORATE  
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Generating new business and keeping the old starts here





Ed Fuller at JW Marriott Cairo

## Beyond Borders

Using relationships to build success in business

### Marriott International

**President & Managing Director - International Lodging**  
Ed Fuller

**Location**  
Bethesda, Maryland

Logging some ten million-plus miles as Marriott Lodging International's President and Managing Director, Ed Fuller has learned a lot about the value of getting out from behind the desk to build strong relationships that span cultural differences.

With his first writing endeavor, "You Can't Lead With Your Feet On The Desk," Fuller explains how he and his small team of "pioneers" helped shape Marriott's global branch into one of the world's largest international hotel chains. Along the way, he provides readers with real-world advice on how to connect, manage and do business with people in any culture.

"There were a lot of people at Marriott who kept telling me that I should write a book," Fuller says.

"I had never really thought about it, but there is so much that I have been doing over the last 21 years that I thought might have some application."

Since joining Marriott in 1972 as a management trainee, Fuller has held numerous positions of increasing marketing, sales and operational responsibility. Before he assumed the leadership role for the growth of Marriott's overseas branch, he was credited with establishing the company's original international reservations network for its sales and marketing organization in Europe and the Middle East. It is these experiences that have given Fuller the knowledge needed to provide readers with the knowledge to navigate cultural nuances and language differences, unfamiliar geography and frustrating local bureaucracy.

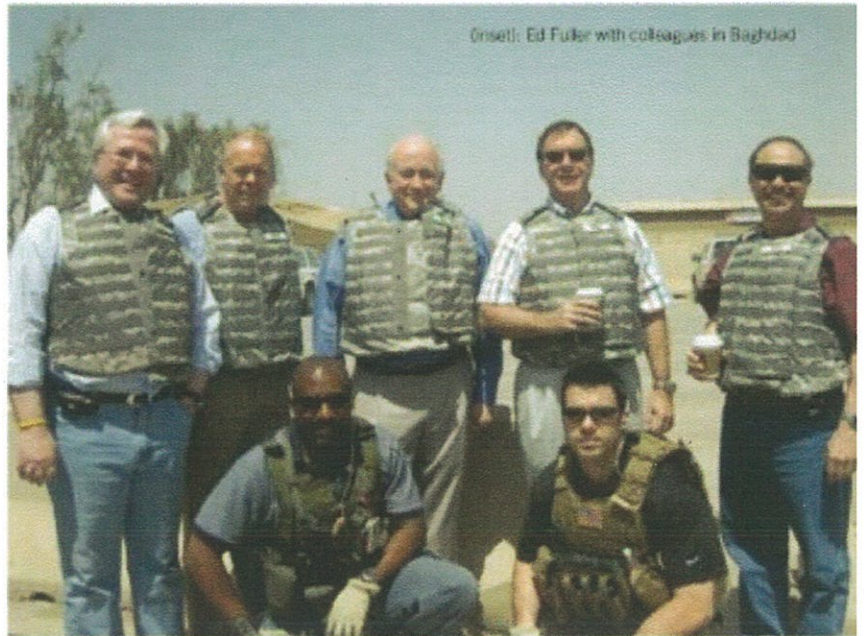


"This book gives readers insight into different ways to do business in different markets," Fuller says. "I think the most important aspect is that it gives the reader insight into some skills that they can use inside and outside of the United States, which will give them a competitive advantage based on relationships and the use of relationships to ensure that there is a quality of success in the challenges that they face."

#### SHARED VALUES

One of the skills that Fuller provides information on is trust, demonstrating how shared values and commitment to a true business partnership can help break down barriers and deliver profits. He also reveals that personal relationships and the real currency of every culture are the bedrock of success in any enterprise.

"If someone is going into business or is in business, the value is in developing empathy skills, relationship skills and giving them a practical knowledge of ways that they can enhance the skills that they already have," Fuller says.



Inset: Ed Fuller with colleagues in Baghdad



Far left: Ed Fuller at the signing earlier in July of two hotels in Erbil, Iraq



**This book gives readers insight into different ways to do business in different markets.**

-Ed Fuller

Fuller also provides his readers with insight for avoiding missteps and for creating lasting connections crucial to every business leader through guiding principles. These include building relationships through mutual respect, earning trust quickly by delivering during a crisis, understanding how verbal and nonverbal cues can make or break a deal, leading from the front and being willing to give yourself the tough jobs and learning the local customs and history in order to create positive relationships.

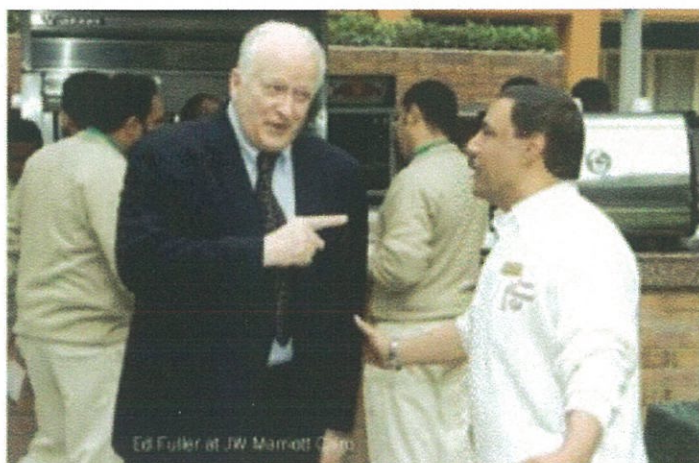
"This book provides readers with an opportunity to gain insight from firsthand experiences," Fuller says. "I think that it will be an asset and a useful tool no matter where people work, well beyond global consumption."

This knowledge emerged from Fuller's experience in growing Marriott's international business from 16 hotels in six countries to 400 properties in 70 countries. This feat required the ability to navigate cultural nuances and language differences to build trust, shared values and a commitment to a business partnership that requires a great deal of commitment in cross-cultural situations. This is a skill that is particularly necessary for success in the business world today.

#### RESPECTING CUSTOMS

Fuller recognizes the fact that the United States isn't the only economic giant on the world stage these days, and understands the humility that accompanies that understanding can be a reliable business tool. Managing employees who come from different cultural backgrounds requires a heightened sensitivity, with customs that must be respected and integrated into rules and standards. Fuller believes that the key to this understanding can be easily obtained through the face-to-face communication that comes with the building of personal relationships, a driving force behind "You Can't Lead With Your Feet On The Desk."

"I put a lot of focus on providing insight on how to use relationships to work with different cultures and how using those relationships can help benefit



you in breaking down barriers to ultimately be more successful in business," Fuller says.

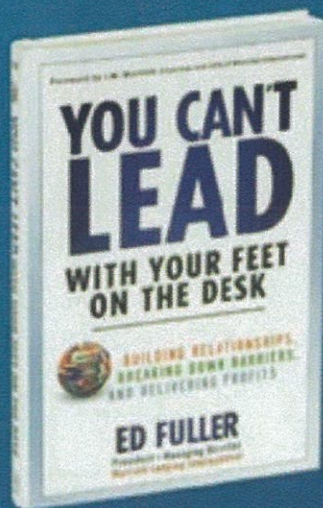
Today, in addition to his responsibilities at Marriott International, Fuller serves in various leadership and advisory capacities on many educational, philanthropic and tourism boards.

"You Can't Lead With Your Feet On The Desk" is a thorough examination of the role of relationships as the currency of every culture. Using his knowledge and experience, Fuller provides information on the importance of considering individual needs and interests in crossing cultural borders to putting those needs in the context in which they can best be utilized. **str**

## Fire your comfort zone.

**"An incredibly rich insight into leadership... that American business executives need to embrace to succeed in the global economy."**

—ROGER DOW, President and CEO,  
U.S. Travel Association



Marriott's Ed Fuller shares twenty years and 10 million miles worth of advice on nurturing productive business relationships far from your comfy office.

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