

Publications

Industry and Trade Periodicals

- Cicerone, B., Sassaman, R. & Swinney, J. Is Assessing Customer Satisfaction an Example of Trying to Catch Chickens After They've Flown the Coop? *RotoWorld* (published by JSJ Productions, Inc., Austin, TX), 2008 (May/June). Pages 44-46.
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- Cicerone, B. Applying Process Improvement to the Process of Management. *CDANA Connection* (published by JSJ Productions, Inc., Austin, TX), 2008, (Special Convention Issue). Pages 18-20.
- Cicerone, B., Sassaman, R., and Swinney, J. Reward Employees for Their Good Work. (published in the Extra Edition section of the website of the *Air Conditioning, Heating, and Refrigeration News*, (www.achrnews.com), 2007 (December 3).
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- Cicerone, R.A., Sassaman, R., and Swinney, J. Increase The Benefits Of Using Your Experienced Employees To Teach Tasks To Other Employees. *The AHMA Eagle* (published by the American Hardware Manufacturers Association, Schaumburg, IL), 2007 (September/October). Pages 16-17.
- Cicerone, B., Sassaman, R., and Swinney, J. Using Your Experienced Employees To Teach Tasks To Other Employees. *The Cutting Edge* (published by the International Association of Diecutting and Diemaking, Crystal Lake, IL), 2007 (August). Pages 18-20.
- Cicerone, B., Sassaman, R., Swinney, J. Increase Your Results From Continuous Process Improvement. *Pipeline* (published by the National Association of Steel Pipe Distributors, Victoria, TX), 2007, Issue 3, Pages 6 & 18.
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- Cicerone, B. Invest In The Success Of Newly Promoted Managers: Prepare Them To Perform The Tasks Of Managers. *RotoWorld* (published by JSJ Productions, Inc., Austin, TX), 2007 (March-April). Pages 30-31.
- Cicerone, B. and Tatham, C. Gain A Competitive Advantage: Apply Continuous Process Improvement To The Process For Managing Customer Loyalty – Part B. *CSAA Dispatch* (published by the Central Station Alarm Association, Vienna, VA), 2007 (Spring). Pages 18 and 29.
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- Cicerone, B., Sassaman, R. & Swinney, J. Keep Your Customers Coming Back – Reward Employees For Their Good Work. *Pipeline* (published by the National Association of Steel Pipe Distributors, Victoria, TX), 2007, (1st Issue). Page 11.
- Cicerone, B., Sassaman, R. & Swinney, J. Keep Your Customers Coming Back - Give Useful Feedback To Your Employees. *IEC Insights* (published by Independent Electrical Contractors, Inc., Alexandria, VA), 2007 (March). Pages 24 and 26.

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- Cicerone, B., Sassaman, R., and Swinney, J. Giving Useful Feedback To Your Employees. (published in the Extra Edition section of the website of the *Air Conditioning, Heating, and Refrigeration News*, www.achrnews.com), 2007 (March 5).
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- Cicerone, R.A., Sassaman, R., and Swinney, J. Get More Improvement From Continuous Process Improvement. *CSAA Dispatch* (published by the Central Station Alarm Association, Vienna, VA), Spring, 2006. Page 19.
- Cicerone, R.A., Sassaman, R., and Swinney, J. Get More Results From Your Investment In Continuous Process Improvement. *IEC Insights* (published by the Independent Electrical Contractors, Inc., Alexandria, VA), 2006 (March). Pages 46-47.

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- Cicerone, R.A. and Tatham, C. Inspect What You Expect To Keep More Customers. *Connections* (published by the Fabricators & Manufacturers Association, Rockford, IL), 2005 (September/October). Page 2.
- Cicerone, R.A. and Tatham, C. Ten Steps To Increase Customer Loyalty. *BSCAI Services* (published by the Building Service Contractors Association International, Fairfax, VA), 2005, Vol. 25, No. 5. Pages 20-21.
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- Cicerone, R.A. and Tatham, C. Ten Steps to Greater Customer Loyalty. *The Electrical Distributor* (published by the National Association of Electrical Distributors, Inc., St. Louis, MO), 2004, Vol. 41, No. 11 (October). Pages 80-81.
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- Cicerone, R.A. Accelerate Sales Growth In Six Steps. *Nozzle Chatter* (published by the Association of Diesel Specialists, Kansas City, MO), 1997, Vol. 39 (December). Pages 6 and 8.

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- Cicerone, R.A. Strengthen Your Competitive Position By Keeping Your Organization Aligned With Its Market. *Greater Kansas City Business* (published by The Greater Kansas City Chamber of Commerce), 2006 (June). Page 3.
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- Cicerone, R. A. Proper Use Of Rewards Can Lead To Healthy Bottom Line. *Kansas City Business Journal*, April 30 -May 6, 1999. Page 33.
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- Cicerone, R.A. Building Your Customer Base. *Executive Forum* (published by the American Management Association, New York, NY), 1997, (September). Pages 1-2.
- Cicerone, R.A. Preference For Mixed Versus Constant Delay Of Reinforcement. *Journal Of The Experimental Analysis Of Behavior*, 1976, Vol. 25, Pages 257 - 261.
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Presentations

- 'Assessing Employee Satisfaction.' Presented to the HR Forum, September 13, 2005.
- 'Assessing and Managing Customer Loyalty.' Presented to the Kansas chapter of the American Water Works Association, May 5, 2004.
- 'The Path To Improved Performance Starts With Theory: A Lesson Learned From Tom Gilbert.' Presented to Kansas City chapter of the International Society for Performance Improvement, April 14, 2004.
- Discussant on Panel, Urban-Rural Water Issues, at the Annual Water and the Future of Kansas Conference, March 11, 2004.
- 'Creating Loyal Customers: The Origin, Evolution And Application Of A Model For Managing Work Processes And Job Performance That Influence Customer Loyalty.' Presented to the Kansas City chapter of the International Society for Performance Improvement on February 8, 2000.
- 'Managing For Customer Satisfaction In A Decentralized Organization.' Presented to a joint meeting of the Kansas City chapters of the International Society for Performance Improvement and the American Society for Training and Development on October 15, 1997.
- 'Is The Future Success Of Your Security Organization At Risk?' Presented to the Kansas City chapter of the American Society for Industrial Security on October 2, 1997.
- 'How To Accelerate Rate Of Revenue Growth By Increasing Customer Base.' Presented to the Florida Association for Behavior Analysis on September 18, 1997.
- 'Documenting, Publishing, And Presenting Your Human Performance Technology Project.' Co-presented (with Connie Swartz) to the Kansas City chapter of the International Society for Performance Improvement on June 4, 1997.
- 'Expanding Your Impact On Employee Performance: Teaching Line Managers How To Use Performance Technology.' Encore presentation to the annual conference of the National Society for Performance and Instruction on April 1, 1986.
- 'Expanding Your Impact On Employee Performance II: Teaching First Line Supervisors How To Use Performance Technology.' Presented to the annual conference of the National Society for Performance and Instruction on April 23, 1985.
- 'Expanding Your Impact On Employee Performance: Teaching Line Managers How To Use Performance Technology.' Co-presented (with Jack Zigon) to the annual conference of the National Society for Performance and Instruction on April 26, 1984.