



# Punching In: On the Frontlines of the New Brand Cultu

*Alex Frankel*

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## **Punching In: On the Frontlines of the New Brand Cultu** Alex Frankel

During a two-year urban adventure through the world of commerce, journalist Alex Frankel proudly wore the brown uniform of the UPS driver, folded endless stacks of T-shirts at Gap, brewed espressos for the hordes at Starbucks, interviewed (but failed to get hired) at Whole Foods, enrolled in management training at Enterprise Rent-A-Car, and sold iPods at the Apple Store.

In this lively and entertaining narrative, Frankel takes readers on a personal journey into the land of front-line employees to discover why some workers are so eager to drink the corporate Kool-Aid and which companies know how to serve it up best.

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