



TeleTech Recognized by Content Marketing Institute for "The Technology of Us," a Collection of Essays About Finding Humanity in Our Connected Future

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e-Book Awarded Best Corporate Book by Dozens of Judges and Content Marketing Experts

DENVER, Aug. 27, 2015 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC), a leading global provider of customer experience, engagement and growth solutions, was named the winner of a 2015 Content Marketing Award by the Content Marketing Institute in the category of Best Corporate Book. The award recognizes the company's latest thought leadership, "[The Technology of Us](#)," a collection of essays and interviews with leading authors and thinkers about technology's potential to reshape business, produced in conjunction with [Original9](#).

"The Technology of Us," available online and as a downloadable e-book, aims to help today's market understand the growing connection between technology and people, and guide today's brands and business leaders toward leveraging these developments in ways that evoke empathy. The essays intersect many industries and points of view, creating a holistic perspective of technological advancement and its impact on people and businesses.

Essayists and interviewees include: **Gadi Amit**, founder of NewDealDesign; **John Hickenlooper**, Governor of Colorado; **Rachel Armstrong**, professor of Experimental Architecture at Newcastle University; **Randy Komisar**, partner at venture capital firm Kleiner Perkins Caufield & Byers; **George Lucas**, film director and entrepreneur; and **Don Peppers**, leading authority on customer-focused business strategies. The e-book also includes commentary from TeleTech CEO Ken Tuchman on empathy as a catalyst for innovation, and humanity as a key differentiator for tomorrow's leading companies.

"The "Technology of Us" is a response to the rapid pace of technological innovation, and its dramatic effects on our relationships, our lives, and our work. In my mind, no objective view of technology could ever be anything less than optimistic, and this book orients around this notion across industries and with insights from leading thinkers, researchers and authors," said Don Peppers, founding partner at Peppers & Rogers Group.

The Content Marketing Awards recognized 75 total winners spanning the disciplines of Strategy, Distribution, Editorial and Design. In Best Corporate Book category, TeleTech's "The Technology of Us" surpassed competition from "The Authoritative Guidebook" by All Roads Inc., "The Naked CEO Book" by CPA Australia, "Game the Plan" for Xactly Corporation by Greenleaf Book Group and "Rhythm" for Rhythm Systems by Greenleaf Book Group.

"The Technology of Us" is available online at www.thetechnologyofus.com and downloadable on all major devices and platforms.

ABOUT PEPPERS & ROGERS GROUP

Peppers & Rogers Group is the customer strategy division of TeleTech. This global team of strategy consultants is dedicated to helping clients improve business performance by acquiring, retaining, and growing profitable customers.

ABOUT TELETECH

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 40,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit TeleTech.com.

ABOUT THE CONTENT MARKETING AWARDS

The [2015 Content Marketing Awards](#), presented by the Content Marketing Institute, is the leading international awards program for the content marketing industry with 75 categories recognizing all aspects of content marketing, from strategy to distribution, from design to editorial. The Content Marketing Awards include one winner and up to four finalists for each of the 75 categories. Of the 75 individual category finalists and winners, the judges will select up to six Project of the Year finalists. On September 10, 2015, at [Content Marketing World](#) in Cleveland, Ohio, Joe Pulizzi and the CMAwards team will announce the overall Project of the Year, as well as the Content Marketer of the Year, and Agency of the Year. Two agencies will be awarded, one with 1-99 employees, and one with 100+ employees. Individual category winners will be showcased throughout the Cleveland Convention Center for the 3,500+ attendees to see, and will be featured on CMI social media channels throughout the year for the content marketing community to see exceptional examples of content marketing.

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