



## N2Growth Blog

Offering news and commentary on all things related to corporate growth.  
Sponsored by N2growth.com A Venture Growth Consultancy. 800-944-GON2

« [Growth by Partnering](#)



[Mike Myatt, Chief Strategy Officer](#)  
[N2growth](#)  
[Author/Moderator](#)

### Favorite Posts

[The Power of Personal Branding](#)

[Leaders vs. Managers](#)

[Doing The Right Thing](#)

[Is Business Formulaic](#)

[ROI Reexamined](#)

[The Power of Focus](#)

[Do You Know What You Don't Know](#)

[What Really Matters](#)

[How to Win the War for Talent](#)

[My Philosophy on Valuations](#)

## Companies That Get It

By [Mike Myatt](#), Chief Strategy Officer, [N2growth](#)

Today marks the launch of a new category on the N2growth Blog...*Companies That Get It*. Since I tend to frequently rant about companies that don't get it I thought it only fair to spend a bit of time in praise of those that do. I will not comment on existing client companies and I will not accept any form of compensation to induce coverage. So moving forward when I happen upon a company that conducts its business in exceptional fashion and/or is innovative in its approach I will give them recognition as a company that gets it...

I don't plan on giving much attention to the Fortune 500 as most of them really don't get it, and those that do are already on everyone's radar screen. Therefore I'll use this platform to give exposure to companies that not only deserve it, but that will also benefit from it. Today's inaugural inductee is [AKA](#) which is a provider of luxury apartments used as extended stay executive housing.

Anyone who travels as much as I do has undoubtedly come to the same realization about most hotels that I have...Good ones are hard to come by. While I'm a Starwood preferred member and generally choose Westin as my hotel of choice I also have been known to frequent a few of the upscale boutiques. That being said, I'm always left a bit underwhelmed. When you spend a great deal of time on the road hotels are not frivolous expenses but rather strategic business choices. If you're anything like me I look for great locations, security, a bit of anonymity ("aka"), outstanding service, abundant amenities and most of all a staff that understands the business needs of executives. Aka gets it...

Aka is a very upscale extended stay corporate housing provider. These are not hotels mind you, but distinctive, fully furnished luxury apartments. Each of their nine existing properties are exceptionally well located. They have 5 New York locations, 2 Pennsylvania properties and 2 more locations in the Washington DC area. My only complaint is that they don't have a broader footprint but that will likely take care of itself in time. For now if you happen to be traveling in the geographies mentioned above I would highly recommend their properties.

Aka properties have the best in executive concierge services, spa-like fitness centers and spacious rooms much larger than typical hotel rooms. The rooms also have luxury bathrooms and kitchens. Some of the properties have private balconies with great views and all properties have complementary high-speed internet access and free local phone calls.

Next time your in New York, Philly or DC give them a try because Aka is a company that gets it...

This entry was posted on Friday, March 16th, 2007 at 12:01 am and is filed under [Companies That Get It](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can [leave a response](#), or [trackback](#) from your own site.

### Leave a Reply

You must be [logged in](#) to post a comment.

Search this blog:

Search

Technorati

newsigator

Rojo ADD MOJO

Bloglines

BLOGBURST

### . Navigation

- [CEO Coaching](#)
- [Reputation Management](#)
- [Personal Branding](#)
- [Blog Rssfeed](#)
- [Blog Home](#)
- [Consulting Services](#)
- [Author/Moderator Bio](#)
- [N2growth Home Page](#)

### . Archives

- [March 2007](#)
- [February 2007](#)
- [January 2007](#)
- [December 2006](#)
- [November 2006](#)
- [October 2006](#)
- [September 2006](#)
- [August 2006](#)
- [July 2006](#)
- [June 2006](#)
- [May 2006](#)

### . Categories

- [Blogging & Social Media](#) (11)
- [Branding & Identity](#) (27)
- [Capital Formation](#) (7)
- [Companies That Get It](#) (1)
- [Economics](#) (3)
- [Innovation](#) (9)
- [Interviews](#) (7)
- [Leadership](#) (17)
- [Mediums & Markets](#) (16)
- [Miscellaneous](#) (111)
- [Myatt on Mondays](#) (11)
- [Operations & Strategy](#) (66)
- [Public Relations](#) (16)
- [Rants](#) (15)
- [Talent Management](#) (52)
- [Technology](#) (13)
- [Uncategorized](#) (5)

### . Pages

- [Resources](#)

### . Meta

- [Register](#)
- [Login](#)
- [Valid XHTML](#)
- [XFN](#)