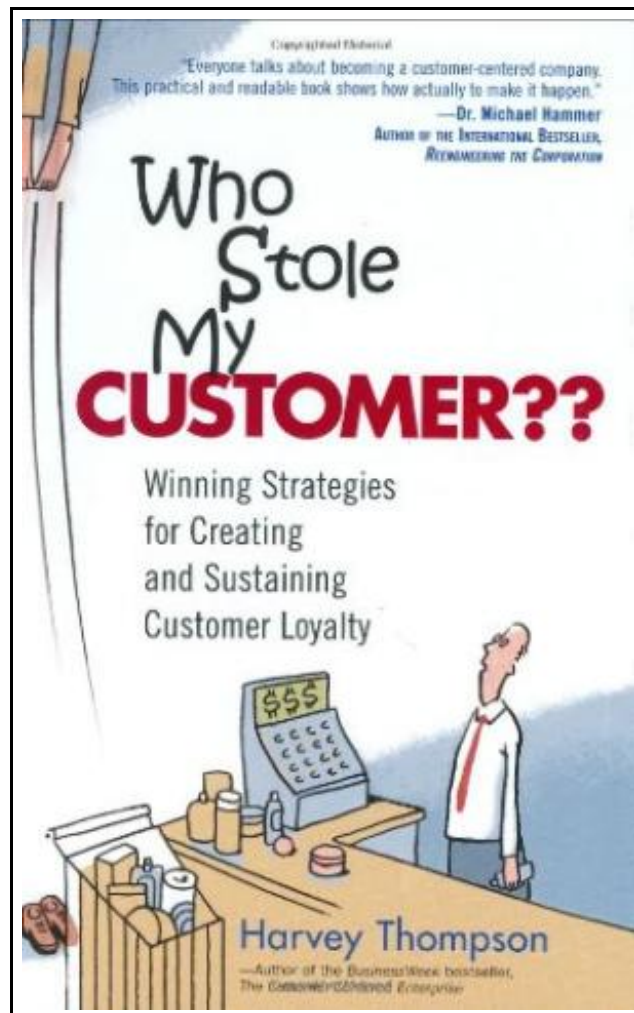


Who Stole My Customer?: Winning Strategies for Creating and Sustaining Customer Loyalty



Filesize: 6.91 MB

Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually writtern extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dominic Collins)


WHO STOLE MY CUSTOMER?: WINNING STRATEGIES FOR CREATING AND SUSTAINING CUSTOMER LOYALTY




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FT Press. Paperback. Book Condition: New. Paperback. 224 pages. Who Stole My Customer offers unique and powerful insights into the world of acquiring and retaining customers. Most importantly it provides new approaches to keeping existing customers from defection. A must-read in today's challenging business environment. Dieter Huckenstein, President, Hotel Operations, Hilton Hotels Corporation Harvey Thompson probably knows more about how companies should work with customers than anyone else in the world. In an age when computers and mass communications makes it difficult to keep or attract new customers, Thompson's insights on what managers must do to keep them makes this one of the most important business books published this year. Clearly must reading for all levels of management. James W. Cortada, IBM Institute for Business Value Harvey Thompson has done it again with this well-written book that offers valuable insights about the roots of sustained corporate greatness. He captures a lifetime of building winning formulas and puts them into a simple and practical context for executives at any level looking to take their business to the next level in the 21st century. Mark R. Richards, President, Structures Division, Valmont Industries, Inc. One of the leading causes of the rapid turnover of marketing and sales executives isn't the economy, it's the ignored cancer of customer attrition. Who Stole My Customer takes on this challenge head-on and tackles it from a pragmatic perspective with actions you can take today. Louis Columbus, Senior Analyst, AMR Research I think Harvey Thompson really understands how customers feel about products and services-for better or worse! His central point is well taken-take care of them now or lose them to competitors who are more in tune with your customers needs and wants. This book helps us remember that we must build our offerings from the outside in...

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