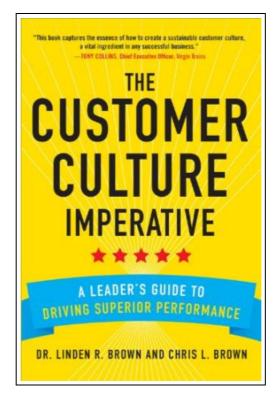
The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance (Hardback)



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Reviews

Comprehensive information for book fans. It is one of the most amazing book i actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Yoshiko Okuneva)

THE CUSTOMER CULTURE IMPERATIVE: A LEADER S GUIDE TO DRIVING SUPERIOR PERFORMANCE (HARDBACK)



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McGraw-Hill Education - Europe, United States, 2014. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. BECOME THE ENVY OF YOUR INDUSTRY WITH A CUSTOMER-CENTRIC CULTURE Winner of Marketing Book of the Year 2015 by Marketing and Sales Books For the first time, this groundbreaking guide unlocksthe secrets used by Amazon, Virgin, Apple, Starbucks, and . It creates a guide for success based on three years of scientific study drawing insights from more than 100 businesses to identify seven key factors. When implemented together these factors have been proven to drive superior business performance. Customer culture isas fundamental to business performance as breathing is to living. It is the life force of your business. This applies no matter what your industry sector. And with the evidence-based methods in this book,you can replicate their success in your business! The Customer Culture Imperative reveals the keydisciplines of customer culture that consistently predict enhanced, sustainable business results. Each one is linked to a particular strategy and drives predictable and measurable improvements in one or more business performance factors--from innovation and customer satisfaction to growth in sales and profits to higher rates of new-product success. It gives you the tools to: Inspire everyone in the company to embrace a customer-centric culture Unify efforts across units by creating a common language for change Collect and measure data from your efforts and benchmark your progress Make change long term so you leave a legacy of an enduring business Creating a customer-centric company takes more than making an investment in the customer service department and systems. It s about building a culture in which the customer is at the heart of all decisions made within every function and unit. What s best for the customer is what s best for business. Make...



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