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

By Christopher Brown, Linden Brown

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 is as 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...



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