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The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

By Jeofrey Bean, Sean Van Tyne

Raphel Marketing., United States, 2012. Paperback. Condition: New. Language: English. Brand new Book. The customer experience revolution has begun! Businesses that provide an extraordinary customer experience are more profitable and sustainable than their competition. They dominate industries and marginalize competing companies. In their innovative book, The Customer Experience Revolution: How Companies like Apple, Amazon, and Starbucks Have Changed Business Forever; authors Jeofrey Bean and Sean Van Tyne uncover valuable insights about leadership and decision-making. At large and small companies they call Experience Makers, the focus has surpassed products, services, and price toward the purpose-built customer experience and the user experience within it. Customer experience is an all-encompassing term that goes beyond traditional definitions of marketing, customer service, customer satisfaction, and product development. Delivering extraordinary customer experience is becoming more and more important, according to J.D. Power and Associates. We know from the data that people will pay for it, says Gary Tucker. Unique to customer experience books, Bean and Van Tyne capture the key elements of customer experience through interviews with business leaders. The book shows how Starbucks CEO Howard Schultz spearheaded a customer experience strategy using social media that built tremendous customer loyalty. An interview with executive Larry Tesler...



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