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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2002-06-01 Pages: 2002 Publisher: CITIC publishing information title: loyalty rule original price: 23 yuan Author: Frederick F Reichl forward. Chen Shaofeng translated. Press: CITIC Publishing publishing Date: 2002-6-1 ISBN: 9787800734779 Words: Page 2002 -06-01 Edition: Binding: Folio: Product ID: 430 602 Editor's Choice Writing loyalty law a book expansion purpose is to ensure that the energy put into the building loyalty relationship resources can be fruitful. After the transition to the new economy, the enterprise What is loyalty, and loyalty to the law change there is still a lot of concerns. For some people, apparently loyalty is very important to the success of a radical proposition. But these rules are not fat helpless change - on the contrary, loyalty is more important than ever, but the company's own strategic and internal system often inadvertently relax efforts to establish the relationship between customer and employee loyalty. Abstract Today, companies in the developed world on average every five years, the loss of half of the customers, and more than half of the employees that their company is not worth their pay at the loyalty. In such a volatile and high-speed development of the market environment, customers and employees change of heart than ever, are more prone to loyalty, the concept has become a thing of the past? Frederick F. Reichl is the author of the best-selling book loyalty effect, he believes that loyalty is the economic express steady and rapid fuel needed to run, especially in the new economy. A lot of the mind recorded live the company leaders often confuse profits with the company purpose, to take a short-sighted approach, at the expense of the interests of employees, customers...

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