



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

By Harvey Thompson

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...



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