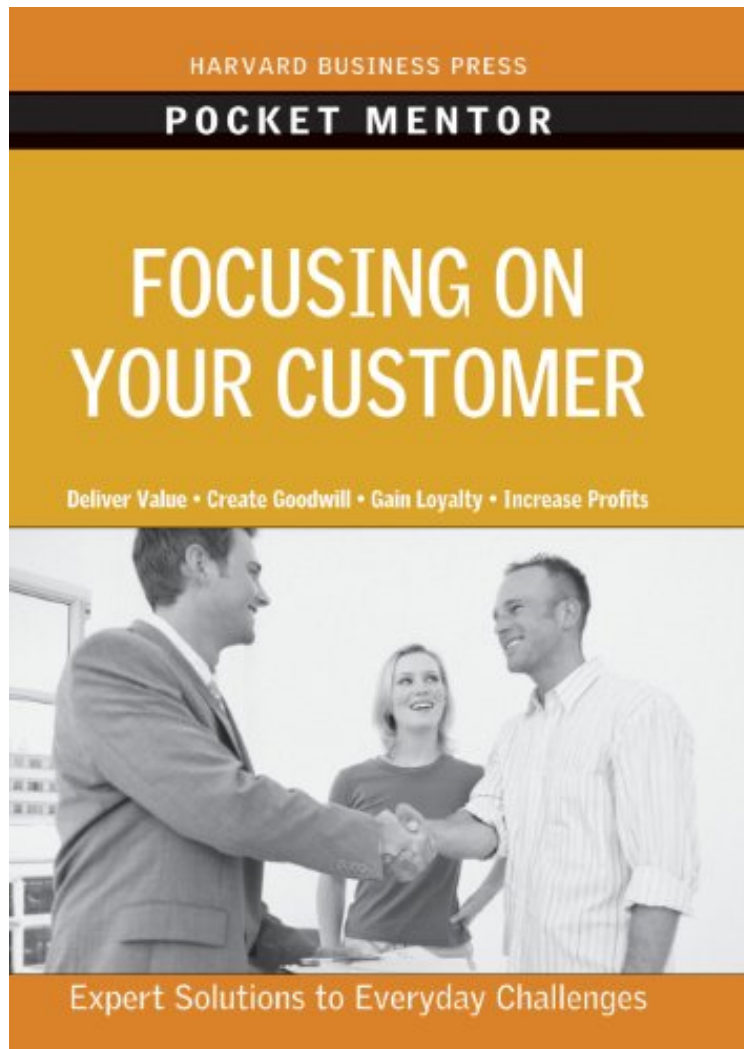


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Focusing on Your Customer (Pocket Mentor)

Harvard Business School Press

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Closing individual sales, in most businesses, is not enough for success. Success depends on developing profitable lifetime relationships with customers. But gaining customer loyalty requires hard work, care, and attentiveness. In this book, you'll learn to assess the lifetime value of a customer, and why it makes sense to build loyalty among your target customers. You'll also learn to:- Understand the service-profit chain- Leverage the interrelationships among customer satisfaction, customer loyalty, employee capability, and company profitability- Build and refine a process for delivering extraordinary value to your customers

About the Author The Pocket Mentor series offers immediate solutions to the challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real-life examples to help you identify strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness.