

Building Great Customer Experiences

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This is an updated edition of the bestselling book by Colin Shaw and John Ivens about building and delivering great customer experiences. Many companies neglect the customer experience. The authors show that physical execution and emotional impact of customer experiences may ultimately determine customer satisfaction and loyalty and commercial success of companies and brands. With the use of compelling examples and cases the authors show that this is key for all companies and organizations. In this revised edition they show that the customer experience has now become central to the agenda for many companies and organizations. EAN/ISBN : 9780230554719 Publisher(s): Palgrave Macmillan

Format: ePub/PDF Author(s): Shaw, Colin - Ivens, John

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