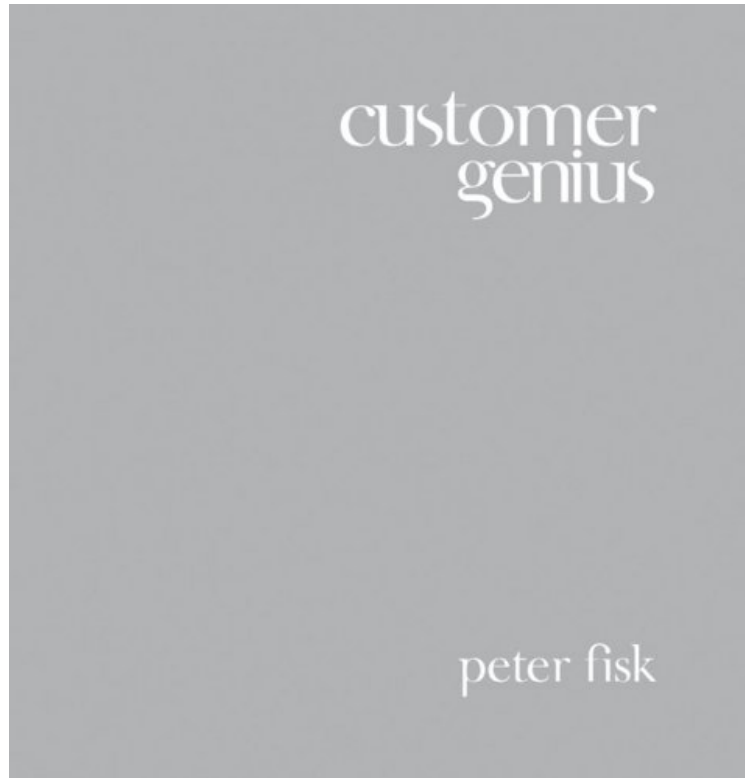


(Library ebook) Customer Genius

Customer Genius

Peter Fisk

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0 of 1 people found the following review helpful. Five Stars By Mingye Very nice book!

Hello, I am your customer. Do you see the world like I do? It's simple really. Start with me and everything else follows. Together we can do extraordinary things. Are you ready? 10 building blocks, 30 practical tools, 50 inspirational stories. From Amazon to Banyan Tree, Quintessentially to Zipcars, explore 50 of the world's leading customer businesses. The rise of Air Asia, and the collaboration of Boeing; the segmented focus of Club Med, and the customer vision of Disney; the imagination of Camper, and the desire for the Nintendo Wii; the realism of Dove, and the tribal loyalty of Harley Davidson. The 'genius' of a customer-centric business is that it works from the outside in. It attracts, serves and retains the best customers as its route to profitability and growth. Isn't it about time you started doing business from the outside in?

From the Back Cover Hello, I am your customer. Do you see the world like I do? It's simple really. Start with me, and everything else follows. Together we can do extraordinary things. Are you ready? Building a customer-centric business Customers are now in control of our markets, demanding that we do business on their terms. Their expectations are high, and loyalty is rare. They are individual and emotional, well informed and highly organized.

They know what they want, and only accept the best. Customers are the lifeblood of organizations, increasingly the most valuable assets. Products are commoditized and capabilities can be sourced. Insights and relationships are your competitive advantage. This requires you to think more holistically, and act differently. Peter Fisk, a leading customer and business strategist, proposes a new blue print for building a customer-centric business; proving that the right customer strategies, based on deeper customer insight, driving more compelling propositions and distinctive experiences, can engage those 'wonderful people' we call customers. 10 building blocks, 30 practical tools, 50 inspirational stories From to Banyan Tree, Quintessentially to Zipcars, explore 50 of the world's leading customer businesses. The rise of Air Asia, and the collaboration of Boeing; the segmented focus of Club Med, and the customer vision of Disney; the imagination of Capers, and the desire for the Nintendo Wii; the realism of Dove and the tribal loyalty of Harley Davidson. The 'genius' of a customer-centric business is that it works from the outside in. It attracts, serves and retains the best customers as its route to profitability and growth. Isn't it about time you started doing business from the outside in? Genius = intelligence + imagination = extraordinary results

About the Author Peter Fisk is an experienced strategist and marketer, and has worked with some of the world's leading companies including Coca-Cola, Microsoft and Vodafone. He jointly leads a strategic innovation firm, The Foundation, helping companies to grow their businesses from the outside in. Peter is a recognized expert and commentator on marketing around the world. He is an inspirational speaker on customers and brands, strategy and innovation. He is co-author of the FT Handbook of Management, and The Complete CEO. In January 2006, Business Strategy identified him as one of the leading new business thinkers. He combines youthful energy and inspiration with significant, practical experience. He is married with two young daughters and, having grown up in the Northumbrian countryside, now lives just outside London. He is a committed long-distance runner, Newcastle United supporter, and never far from his BlackBerry or iPod.