

Inspire!: Why Customers Come Back - , Jim Champy

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This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook version. In an age that's notorious for customer disloyalty, it is still possible to make your customers "stick" to you like glue and, in an era of relentless commoditization and price pressure, it's more crucial than ever that you do. In Inspire, legendary business guru James Champy reveals exactly how to do it. Champy reveals how to define an authentic, consistent selling proposition your customers will be passionate about and will stay passionate about. He demonstrates how to engage a new generation of customers that value transparency...how to bring authenticity to everything your company does: real, honest authenticity, not the "fake" authenticity today's customers smell out and despise! Drawing on case studies from companies in traditional and "sexy" industries alike, Champy shows how to move your company forward with new products, services, and business models that reflect the best of what you really are. You'll learn how companies like Puma reinvigorated themselves in the face of brutally tough and creative competition... how to deliver value in new ways based on convenience (Zipcar)... simplicity (GoDaddy)... honesty (Honest Tea)... how to go beyond mere marketing campaigns to lead crusades customers want to join. Once again, James Champy has given businesses actionable solutions to the most challenging problem they face: making customers stick. Words: fake how to, glue how to, how to fake, how to glue, james version, make a fake Author: Champy, James Author: Champy, Jim Publisher: FT Press Illustration: N Language: ENG Title: Inspire!: Why Customers Come Back Pages: 00000 (Encrypted PDF) On Sale: 2009-03-17 SKU-13/ISBN: 9780131361881 Category: Business & Economics : Strategic Planning Category: Business & Economics : Marketing - General

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