



Summary : The Customer Revolution - Patricia Seybold: How To Thrive When Customers Are In Control

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Complete summary of Patricia Seybold's book: "The Customer Revolution: How to Thrive When Customers Are in Control".

This summary of the ideas from Patricia Seybold's book "The Customer Revolution" shows how a business revolution is underway – customers are literally transforming industries from the outside in and reshaping companies by deciding how they want to use the products and services offered. In this book, the author explains why you need to focus intently on the quality and consistency of the customer experience you offer, so as not to be at risk from this change of power. This summary explains exactly how you can do that and is a must-read for any manager who wants to succeed in the customer-driven economy.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Customer Revolution" and find out how you can make sure you stay in control and remain profitable.

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