



Your Customer Rules!: Delivering the ME2B Experiences That Today s Customers Demand (Hardback)

By Bill Price, David Jaffe

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. What you need to know about your customers Now more than ever, every interaction you have with customers is critical. Customers today have unlimited information at their fingertips and can influence the purchase decisions and behaviors of millions of others. With this comes a shift in the balance of power, and every company must come to terms with the fact that the customer is in control. Interacting with customers in the way they want is an essential business strategy and in many industries, the key to business success. Executives still refer to B2B and B2C business models, as though companies control demand by going to customers with products and services. But as Bill Price and David Jaffe (authors of The Best Service is No Service) show, a new business model is emerging in which the customer directs the relationship. It is becoming a world of Me2B one in which the customer, not the business, dictates the terms of engagement. In order for your business to thrive, you must create positive experiences to fulfill a range of customer needs. Though the mediums for...



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