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Inspire! Why Customers Come Back

Jim Champy, Vook

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Jim Champy revolutionized business with Reengineering the Corporation. Now, in Inspire!, the second book in a series about whatï¿½s new and really works in business, he takes on the challenge of inspiring customersï¿½even in tough times. In an era of commoditization and ever less loyal customers, this book shows how to keep customers coming back.

Drawing on dozens of original case studies from companies in a variety of industries, new and old, Champy reveals how to define a consistent value proposition your customers will be passionate aboutï¿½and will stay passionate about. Youï¿½ll learn how to engage a new generation of customers who value transparency and authenticity above all...how to reinvigorate your company in the face of brutally tough and creative competition...how to go beyond mere marketing campaigns to lead crusades customers want to join.

Once again, Jim Champy has given businesses actionable solutions to one of the most challenging problems they currently face: making customers stick.

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