



How to Profitably Delight Your Customers

By Hal Mather

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Most managers have recently moved from being in a seller's market to competing in a buyer's market-consequently needing to change their ways of operating. How to Profitably Delight Your Customers looks at the key elements necessary for success in a buyer's market.

Mather explains how buyer loyalty can be gained by not simply satisfying customers, but by exceeding their expectations: in fact, delighting them. Emphasis is placed upon the steps that product designers must take to design new products that can be quickly and easily customized to suit the latest customer needs. Coverage also focuses on the importance of implementing related changes in sales and marketing, to help a company thrive in an increasingly competitive market

Features

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