



Ebook Directory
the best source of ebook

The book was found

Keeping Customers (Harvard Business Review Book)



Synopsis

This Harvard Business Review Paperback, and its companion volume "Seeking Customers", provides valuable advice on how to increase profitability through improved marketing and sales management. "Keeping Customers" outlines seven management principles that contribute to a loyal customer base, including such topics as targeting the customer, the importance of quality, and the proper measurements that a business should use to gauge success. Other topics covered in "Keeping Customers" include maintaining the customer relationship after the sale has been made, developing a marketing strategy that keeps customers coming back, identifying opportunities to raise profit margins while lowering costs, designing customer services that deliver, developing an unconditional service guarantee that works, and making an "artful recovery" when a customer is dissatisfied. Contributors to "Keeping Customers" include Benson P. Shapiro, Theodore Levitt, John Quelch, James Heskett, and W. Earl Sasser, Jr.

Book Information

Series: Harvard Business Review Book

Hardcover: 416 pages

Publisher: Harvard Business Review Press (April 1, 1993)

Language: English

ISBN-10: 0875843336

ISBN-13: 978-0875843339

Product Dimensions: 9.5 x 6.3 x 1.3 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #216,128 in Books (See Top 100 in Books) #251 in [Books > Business & Money > Marketing & Sales > Customer Service](#) #451 in [Books > Business & Money > Marketing & Sales > Advertising](#) #1605 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

Since 1984, Harvard Business School Press has been dedicated to publishing the most contemporary management thinking, written by authors and practitioners who are leading the way. Whether readers are seeking big-picture strategic thinking or tactical problem solving, advice in managing global corporations or for developing personal careers, HBS Press helps fuel the fire of innovative thought. HBS Press has earned a reputation as the springboard of thought for both

established and emerging business leaders.

Good value

[Download to continue reading...](#)

Keeping Customers (Harvard Business Review Book) Harvard Business Review on Work and Life Balance (Harvard Business Review Paperback Series) Harvard Business Review on Thriving in Emerging Markets (Harvard Business Review (Paperback)) Harvard Business Review on Entrepreneurship (Harvard Business Review Paperback Series) The GopherHaul guide on how to get customers for your landscaping and lawn care business - Volume 3.: Anyone can start a landscaping or lawn care ... customers. This book will show you how. 65 Successful Harvard Business School Application Essays, Second Edition: With Analysis by the Staff of The Harbus, the Harvard Business School Newspaper 65 Successful Harvard Business School Application Essays: With Analysis by the Staff of the Harbus, The Harvard Business School Newspaper The Harvard Business School Guide to Careers in the Nonprofit Sector (A Harvard Business School Career Guide) Beekeeping: Amazing Guide for Beginners(Beekeeping Basics,Beekeeping Guide,The essential beekeeping guide,Backyard Beekeeper,Building Beehives,Keeping ... bee keeping,bee keeping) (Volume 1) How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients Remarkable Service: A Guide to Winning and Keeping Customers for Servers, Managers, and Restaurant Owners, 3rd Edition Remarkable Service: A Guide to Winning and Keeping Customers for Servers, Managers, and Restaurant Owners The Harvard Medical School Guide to Men's Health: Lessons from the Harvard Men's Health Studies (Well-Being Centre = Centre Du Mieux-Etre (Collection)) Harvard Medical School Guide to Lowering Your Blood Pressure (Harvard Medical School Guides) Spinal Cord Injury and the Family: A New Guide (Harvard University Press Family Health Guides) (The Harvard University Press Family Health Guides) Harvard Medical School The Joint Pain Relief Workout: Healing exercises for your shoulders, hips, knees, and ankles (Harvard Medical School Special Health Reports) The Harvard Medical School Guide to Tai Chi: 12 Weeks to a Healthy Body, Strong Heart, and Sharp Mind (Harvard Health Publications) 55 Successful Harvard Law School Application Essays: With Analysis by the Staff of The Harvard Crimson The Harvard Dictionary of Music (Harvard University Press Reference Library) The Harvard Biographical Dictionary of Music (Harvard University Press Reference Library)

Contact Us

DMCA

Privacy

FAQ & Help