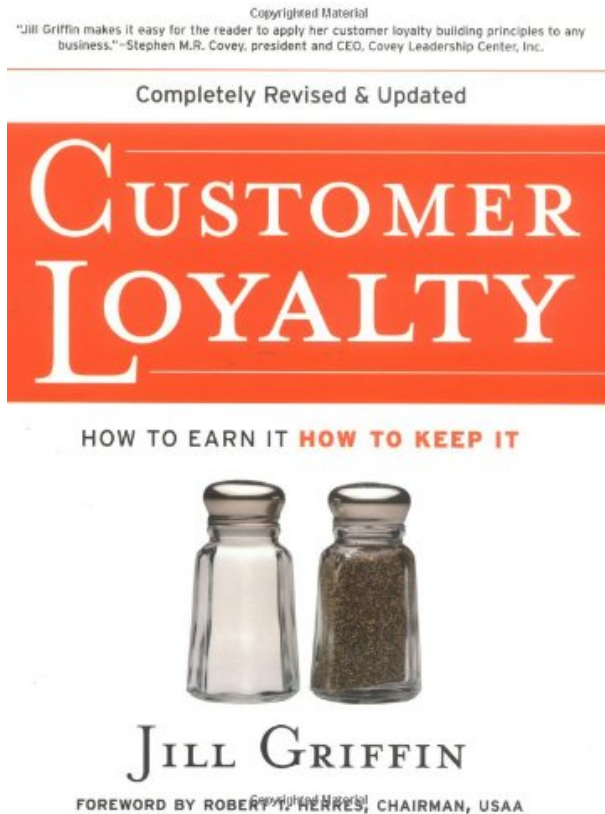


CUSTOMER LOYALTY: HOW TO EARN IT, HOW TO KEEP IT BY JILL GRIFFIN



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"Jill Griffin makes it easy for the reader to apply her customer loyalty building principles to any business."—Stephen M.R. Covey, president and CEO, Covey Leadership Center, Inc.

Completely Revised & Updated

CUSTOMER LOYALTY

HOW TO EARN IT **HOW TO KEEP IT**



JILL GRIFFIN

FOREWORD BY ROBERT T. HERRES, CHAIRMAN, USAA

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From Publishers Weekly

Management consultant Griffin here addresses the failure of the "market share" theory. Presenting case studies-Home Depot's customer intimacy standard; Sharp Electronics' sales doctor approach-she stresses the need to develop customer loyalty programs. Griffin deftly examines pricing, value, customers' purchasing cycles, positioning and targeting to create repeat purchasers. She ponders: What "exactly" does a company do that engenders loyalty? A Florida picture framer she interviewed discovered by surveying his customers that the uniqueness and quality of his work ensured their patronage, not his low-end framing options; a Nebraska travel agent learned that he retained his corporate accounts because of his willingness to hold regular review sessions with them. Readers will profit from the arsenal of tools Griffin provides.

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Kathy Shimpock-Vieweg, O'Connor-Cavanagh Lib., Phoenix, Ariz.

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Review

"Customer Loyalty is a comprehensive resource for businesspeople who are looking to improve customer service and satisfaction." --From Harvard Business School Working Knowledge

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You've read about Customer Loyalty in the Los Angeles Times, Dallas Morning News, Miami Herald, Kansas City Star, Entrepreneur, Industry Week, Marketing News, Boardroom Reports, Marketing Management, Library Journal, The Selling Advantage, Ideas Magazine, Executive Briefings, Training, Hospitality Upgrade, Direct, Quality Digest, Marketing Tools, Houseware Executive, Journal of Pharmaceutical Management, Discount Merchandiser, TeleProfessional, NationsBank Business, Modern Jeweler, Furniture Today-- now read the new and revised edition of the ground-breaking book that created all the buzz.

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Most helpful customer reviews

13 of 14 people found the following review helpful.

One of the best business books I've read

By Gerardo

As a marketing consultant, I have found this book extremely valuable. It will be extremely valuable to ANY business and will make you change your view on how your business should operate. It is written in a simple clear manner so a student can understand it, yet as professional with 14 years of experience, I found many interesting concepts.

12 of 13 people found the following review helpful.

Customer Loyalty-A Bird in the Hand is worth 12 in the bush.

By A Customer

As a business developer, I tend to look for quality business advice that is both practical and true to real life situations. I hit a "bulls-eye" with Jill Griffin's "Customer Loyalty, How to Earn it - How to Keep it!" And what a plus to find it also to be relational in a genuine way. For that is the best kind of business. And the author illustrates that truth with so many wonderful examples.

Of course there is a difference between customer satisfaction and customer loyalty! But Jill Griffin is the first person I've read who points it out. We all need to be wiser about the customers we have. Why do we spend so much time looking for new customers, out there somewhere, compared to our existing clientele? Here we have an author who shows us how to easily nurture the customers we have toward additional sales AND toward being our supporters and promoters for new clients as well.

As I read "Customer Loyalty" through, I immediately and consistently found myself thinking, "A bird in the hand is worth at least 12 in the bush!"

9 of 11 people found the following review helpful.

Griffin is a Customer Guru and Loyalty Leader

By Carol Parenzan Smalley

As the managing editor of CRMGuru.com, the largest online community of business professionals focusing on customer loyalty and related issues, my bookshelves are overflowing with review copies of books on CRM, loyalty, customer centricity and the like. Jill's book does not reside on these bookshelves. Her latest second edition sits next to my computer monitor, within easy reach. I use it frequently as one of my "customer loyalty bibles" when looking for case studies and working examples to weave into our numerous newsletters and online forum discussion board topics. Jill goes beyond information; she allows the reader to engross herself as a customer of the book. It is a win-win situation for all customers. A must read in my book! So much so that I list it in my suggested reading for students in my entrepreneurial classes that I teach on the college level.

Carol Parenzan Smalley

Managing Editor

CRMGuru.com

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The publications *Customer Loyalty: How To Earn It, How To Keep It* By Jill Griffin, from straightforward to difficult one will be a really valuable jobs that you can take to transform your life. It will not offer you adverse statement unless you don't get the definition. This is surely to do in reviewing a publication to conquer the meaning. Typically, this book qualified *Customer Loyalty: How To Earn It, How To Keep It* By Jill Griffin is checked out considering that you really similar to this type of e-book. So, you can get easier to recognize the perception as well as meaning. Once again to constantly keep in mind is by reading this book **Customer Loyalty: How To Earn It, How To Keep It By Jill Griffin**, you can satisfy hat your inquisitiveness begin by completing this reading book.

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