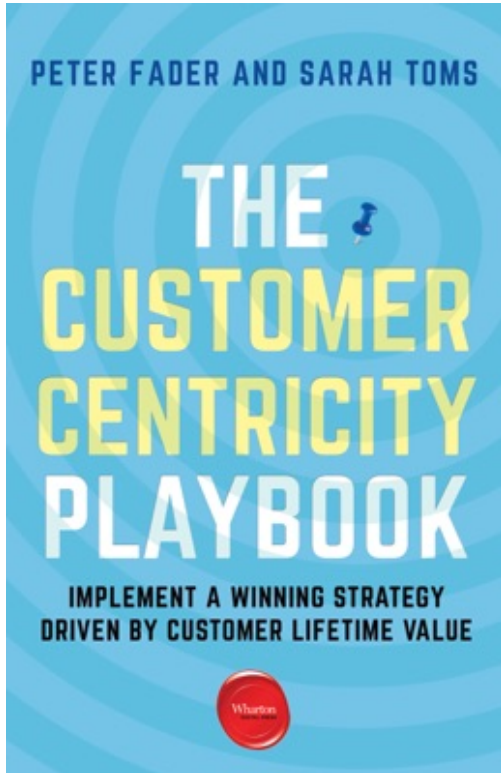


Download The Customer Centricity Playbook free Peter Fader & Sarah Toms (PDF, ePub, Mobi)



2019 AXIOM BUSINESS BOOK AWARD WINNER

Featured in Forbes, NPR's Marketplace, and a Google Talk, The Customer Centricity Playbook offers "actionable insights to drive immediate value," according to Neil Hoyne, Head of Customer Analytics and Chief Analytics Evangelist, Google.

How did global gaming company Electronic Arts go from being named "Worst Company in America" to clearing a billion dollars in profit?

They discovered a simple truth—and acted on it: Not all customers are the same, regardless of how they appear on the surface.

In *The Customer Centricity Playbook*, Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can **stop wasting**

resources by chasing down product sales to each and every consumer.

Fader and Toms offer a **360-degree analysis** of all the elements that support customer centricity within an organization. In this book, you will learn how to:

Develop a **customer-centric strategy** for your organization Understand the right way to think about **customer lifetime value (CLV)** Finetune investments in **customer acquisition, retention, and development tactics** based on customer heterogeneity Foster a culture that sustains **customer centricity**, and also understand the link between **CLV and market valuation** Understand **customer relationship management (CRM) systems**, as they are a vital underpinning for all these areas through the valuable insights they provide

Fader's first book, *Customer Centricity*, quickly became a go-to for readers interested in focusing on the right customers for strategic advantage. In this new book, Fader and Toms offer a true playbook for companies of all sizes that want to create and implement a winning strategy to acquire, develop, and retain customers for the greatest value.

"A must-read." —**Aimee Johnson, Chief Marketing Officer, Zillow**

"The Customer Centricity Playbook offers fundamental insights to point organizations of any size in the right direction." —**Rob Markey, Partner, Bain & Company, Inc., and coauthor, The Ultimate Question 2.0**

"Peter Fader and Sarah Toms offer transformative insights that light the path for business

leaders.”—Susan Johnson, Chief Marketing Officer, SunTrust Banks

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Autor : Peter Fader & Sarah Toms
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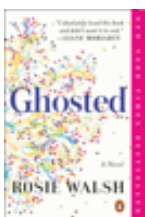
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