In Loyalty Myths, the authors have assembled 53 of the most common beliefs about customer loyalty – all of them wrong or misconceived! Each of the beliefs in this book is debunked with real-world examples. While other books speak in platitudes; this book is the only one to validate each proposition with real data. Granted unprecedented access to customer records from a variety of multi-national corporations. Through these records, Ipsos Loyalty was able to precisely track the impact of this customer-centric construct on actual purchasing behavior. The authors’ findings and conclusions will stun business leaders around the world. The lessons learned from these provide a true guide for the proper use of customer loyalty.

For millennia, people believed that the earth was at the center of the universe - that was until astronomer Copernicus provided contradictory observations and data that debunked the former myth in favor of the heliocentric truth. A similar paradigm shift (albeit not in the same scope or scale) is captured in the pages of a business book titled - Loyalty Myths - by contrarian writer Timothy Keiningham. The author uses his years of experience at one of the world's preeminent business research firms, coupled with hard-hitting data and hard science, to posit that the pursuit of customer loyalty may not be the center of the business universe that conventional wisdom supposes. Keiningham forces readers to face the provocative prospect that virtually everything you've been taught about customer loyalty was either wrong, won't work or no longer applies. Soundview likes this book because it looks at more than 50 of the most commonly-held beliefs regarding customer loyalty and convincingly refutes the fundamental tenets of each. While some may disagree with the findings, it proves to be a worthwhile exercise that should drive all
conscientious businesses to reevaluate how they view and serve the customers. Rest assured that Keiningham still supports the general idea that businesses should revolve around the customer, but on a different axis, orbit and trajectory than previously thought.

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