Think you know what it takes to be successful and happy? Think again! If you were to ask anyone what factor contributes most to being successful and happy, you can be virtually certain that not one of them would mention loyalty. And that's a problem. Grounded in the most comprehensive study of loyalty ever conducted, Why Loyalty Matters proves that when it comes to business success, relationship success, and even our overall happiness, loyalty is the difference maker. In Why Loyalty Matters, renowned loyalty experts Timothy Keiningham and Lerzan Aksoy draw from the most comprehensive study of loyalty ever conducted, the landmark Ipsos Loyalty Study, to show why loyalty is critical to our happiness as individuals and our success as a society. Readers learn:

* How to leverage 10 relationship building blocks to shape your interactions at home and work

* How organizations can gauge and strengthen employees loyalty--and why they should

* How to boost your company's profits by finding and developing loyal customers

* How to achieve career fulfillment through loyalty to your job and coworkers

* How to develop more loyalty in your friendships, family, and community

The book includes one-time access to LoyaltyAdvisor.com, so that readers can uncover their loyalty strengths and weaknesses--and what they can do about them! LoyaltyAdvisor, the product of a global, comprehensive effort to identify the loyalties most important to our success and happiness, provides readers with an assessment of their relationship styles and a comparison of their loyalty levels with national norms. LoyaltyAdvisor also allows readers to invite three or more friends, family, or professional contacts to participate in their assessment.
Why Loyalty Matters: The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work

I found the Economics of Loyalty particularly compelling. Too often books similar in nature to this simply say do this and that and the other thing and it'll improve________ (fill in the blank). But all too often, there arent any numbers. Or not enough of them. Or the wrong ones. Or the heuristic models are either incomprehensible or just plain silly. Keiningham, Aksoy & Williams avoid all these pitfalls and delve deeper, providing not only the projected financial returns that loyalty offers, but also pointing out how to measure it.

They start their arguments by asking THE question one learns in business school. THE one with the obvious answer. Why do businesses exist? To make a profit. They counter this axiom by quoting the great Peter Drucker, who not only believes this to be wrong, but goes farther by stating that such an ultimate goal is destructive in many ways. Instead, he says that the purpose of a business is to create a customer. Accepting this as the primary goal has much the same effect as discarding Euclids fifth postulate in geometry - a new geometry, with radically different theorems and proofs that describe the world in a discomfiting, but trustworthy, manner, is born. Creating a customer is the new lynchpin of economic benefits in a loyalty universe.

But the authors dont fall into the trap of ignoring the financials. And financial results are, ultimately, driven by models. And models require data. The authors separate the wheat from the chaff, the information from the noise, providing approaches that will yield the right data to drive the hard numbers that managers (rightly) turn to when times are tough.

I highly recommend this book.

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