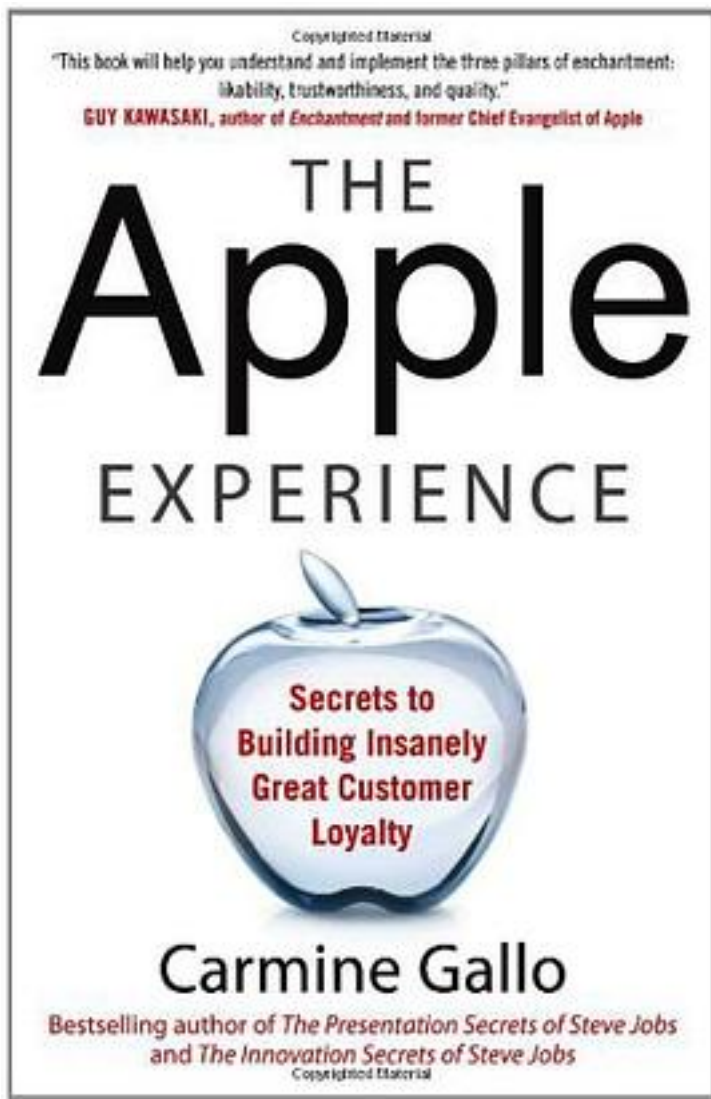


The Apple Experience



[The Apple Experience_下载链接1_](#)

著者:Carmine Gallo

出版者:McGraw-Hill

出版时间:2012-3-8

装帧:Hardcover

isbn:9780071793209

官方网站: <http://www.appleexperiencebook.com/>

Reinvent your business to deliver Apple-like customer satisfaction and profits

Apple Stores earn more money per square foot than any other retailer. At the core of Apple's success and intense customer loyalty, however, aren't just "Insanely Great" products, but great people who are informed, empowered, and motivated to deliver an unbeatable customer experience. In *The Apple Experience*, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service.

Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus:

Inspire Your Internal Customer with training, support, and communications that create a "feedback loop" for improving performance at every level

Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- Approach, Probe, Present, Listen, End with a fond farewell

Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products

With *The Apple Experience*, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience.

作者介绍:

Carmine Gallo is the communications coach for the world's most admired global brands. A former anchor and correspondent for CNN and CBS, Gallo is a popular keynote speaker and has worked with executives at Intel, Cisco, Chevron, Hewlett-Packard, Coca-Cola, Pfizer, and many others. Gallo writes "My Communications Coach," a regular column for *Forbes.com*. He has written several internationally bestselling and award-winning books, including *The Innovation Secrets of Steve Jobs*, *The Presentation Secrets of Steve Jobs*, and *The Power of foursquare*. Gallo has been featured in the *Wall Street Journal*, the *New York Times*, and *Success* magazine and on *CNBC*. He lives in Pleasanton, California, with his wife and two daughters.

目录: Gimme That Ol' Time Apple Religion
A Puddle of Water Turns to a Pile of Panic
Stuff You Don't Learn in School
The Apple Experience Made Simple
Enriching Lives

• • • • • ([收起](#))

[The Apple Experience 下载链接1](#)

标签

apple

Apple

营销

Business

英文原版

客户体验

inspire

评论

重新Mark一下。

太啰嗦。

not recommend...

Service, experience

理想国

本书有种开头很认真讲，后面零零碎碎举例子的感觉。主基调大概是从不同行业汲取灵感，善于发现和变通使用。用户体验不只是企业与客户交互的体验感，还有同事之间合作的工作体验。重视人而非物，重视尊重与合作沟通，敢于发散思维和挑战权威…似乎是老生常谈的事情，但是吧台和手机零售的结合等等的例子，还是很给人启发。还有当一个企业真的把这老生常谈的事情渗入到企业文化中，而不是纯打嘴炮时，它营造出的自由尊重的工作氛围，会把企业推向一个富有生命力和创造力的状态

东扯西扯，没什么意思，没有多少苹果的一手资料，都是在那瞎猜。

Highly recommended. No matter who you are, you will always find something interesting in it and get inspired. And I guess that is the spirit of .

So far very much like customer service instruction

这本书能够很好的让你对于Apple Store的客户服务理念和行为准则做一个了解，它就像是给你开了一扇窥视这个神秘世界的窗户。对于有兴趣了解苹果零售体系的朋友，这是一本不可多得的好书。

[The Apple Experience 下载链接1](#)

书评

一般大家去苹果店会做什么呢？我是说，除了冲进去打包iPhone、iPad、iMac或者酱油以外，大家有没有试过用严肃且认真的态度或者幽默且富有创意的方式来调戏苹果直营店呢？如果你还没有尝试过这种所有骨灰级苹果粉所喜闻乐道的行为，不妨这个周末去试试看。或者，你可以来一本《T...

这本书能够让你对于苹果的营销体系、理念、产生设计的初衷有一个全面的了解，通过书中作者对于苹果专卖店的观察，让你去认同作者的观点，那就是，苹果专卖店销售的不是一个个冰冷的产品，而是satisfaction（客户满意度），苹果给你带来的是解决方案，苹果专卖店是一个传...

[The Apple Experience_ 下载链接1](#)