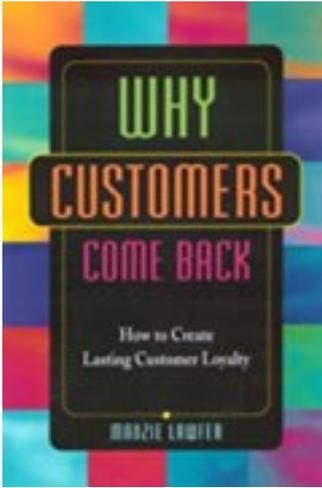


WHY CUSTOMERS COME BACK



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出版者:Career Press

出版时间:2003年12月

装帧:平装

isbn:9781564146953

Loyal customers are the most important asset of any company-more important than land, patents, equipment, or buildings. While finding new customers is often expensive, time-consuming, and ultimately unprofitable, retaining old customers is surprisingly easy and highly profitable. This book is not about slogans, banners, or promotions. It is about discovering and utilizing specific activities that will make your customers buy again and again...and tell the world why everyone else should buy from you too! Learning how to retain customers is important and profitable. Even a seemingly negligible increase in repeat business-just five percent-produces a whopping 60 percent increase in profits. The practical advice in Why Customers Come Back is based on the real buying habits of real customers. The five principles to follow are not brain surgery. Business people, entrepreneurs, corporate leaders, and front-line employees can understand, embrace, and implement them...right now.

Roger Dawson, author of Secrets of Power Negotiating and The Weekend Millionaire's Secrets To Investing In Real Estate

"Lawfer has written a wonderful book that should be required reading for anyone who deals with customers. A great read!"

Brian Tracy, author of Goals!

"This book shows you how to create lifelong customers, your key to business success."

Book Dimension

Height (mm) 215 Width (mm) 170

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