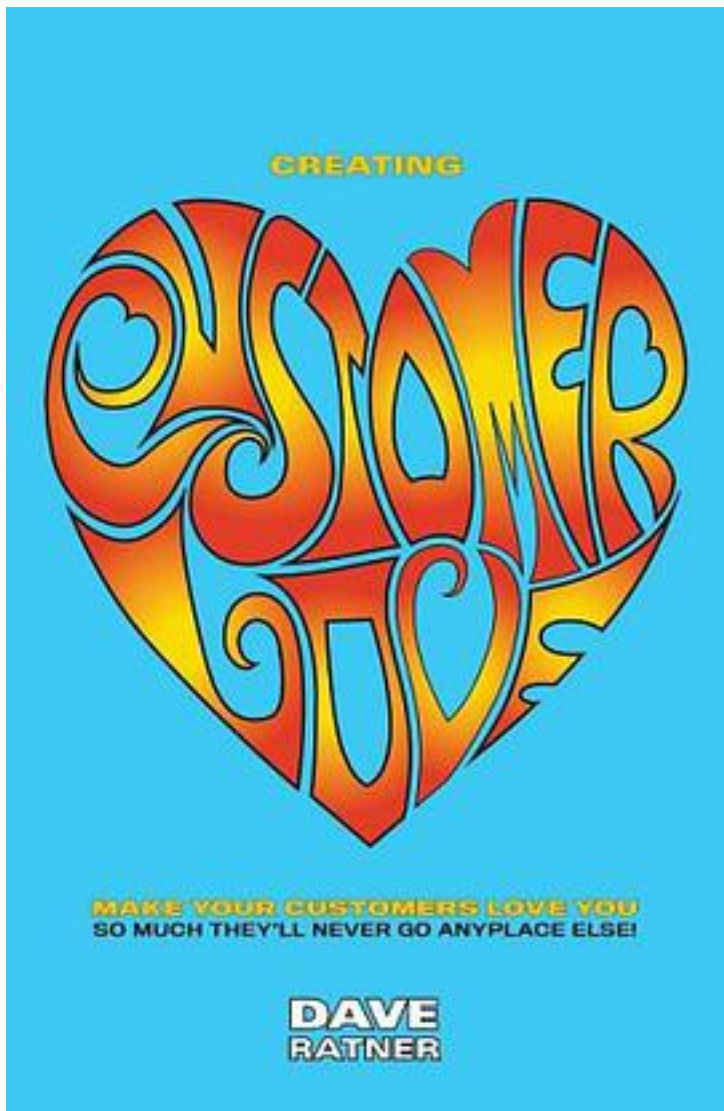


Creating Customer Love



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著者:Ratner, Dave

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If belief leads to trust, and trust leads to customer loyalty, then consider this one of the most practical handbooks on how to start a love affair with your customers. To Dave Ratner, an independent retailer for over thirty years, it's always been about creating unshakeable relationships with his customers. It's a path that has helped him, and other independents like him, beat the big box retailers. Even the U.S. Congress has called upon Dave to share his retail insights and advice. His story has been covered by the Wall Street Journal, The Associated Press, and CNN. Dave is a sought-after motivational speaker because of his humor and common-sense approach to business and customer relations. If ever there was a down-to-earth roadmap for business success that you could start implementing today, this is it.

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目录:

[Creating Customer Love_下载链接1](#)

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