



Welcome to the Experience Economy: An Introduction to Customer Experience by Eliana Medeiros (Paperback)

By Mrs Eliana L Medeiros

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Customer experience unlike other business differentiators, has proven to be the biggest competitive advantage of the most successful brands and organizations in the twenty-first century. Why is that so? We are now in what is called the age of the customer. Technology and other socioeconomic factors have given customers more choices and power than ever before. This has also given them control over the brand image. After all, studies show that 90 percent of customers trust a recommendation from another customer, but only 4 percent believe the traditional marketing. Additionally, technology has enabled disruptive businesses to change the competitive landscape dramatically and frequently. Organizations can no longer think their competitors are solely in their industry. Anyone is a potential competitor. Just think of how Apple changed the music industry, and how Uber changed the taxi industry - the list goes on and on. So how can businesses survive in the midst of all of this apparent chaos? By focusing on -the single most important factor for business success- - customer experience! But what is customer experience? Is it different from...



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An incredibly wonderful ebook with perfect and lucid explanations. I really could comprehend every little thing using this written e publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

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A high quality book as well as the font applied was exciting to read through. This can be for all those who statte there was not a well worth looking at. I discovered this ebook from my i and dad recommended this ebook to find out.

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