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Igniting Customer Connections: Fire Up Your Company's Growth by Multiplying Customer Experience Engagement (Hardback)

By Andrew Frawley

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. A new data-driven approach to building customer relationships that fuel sustainable business growth Igniting Customer Connections explores how organizations of all sizes can build powerful and profitable customer relationships in a today's increasingly complex, fast-paced, and fragmented marketplace. Written by the president of one of the world's largest marketing firms, the book provides expert insights about connecting with customers effectively across all channels and over time. The central premise is a refreshingly different, evidence-based approach called Return On Experience and Engagement, or ROE2, which delivers a new way to inspire and measure customer connections and improve business results. The traditional marketing campaign a battle for attention with a clear launch date and endpoint no longer works. Marketing is faster and more complex than ever, and consumers now have the power to turn off the message. Igniting Customer Connections explores the benefits of a new approach that enables companies to connect with customers, rather than just talk at them. Topics include: * Why classic ROI is losing relevance as a way to measure results and to budget marketing spend * How...



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