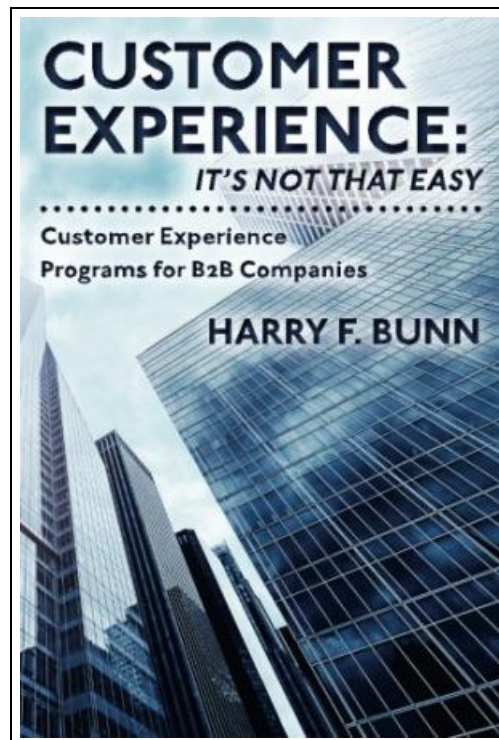


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RONIN Corporation. Paperback. Condition: New. 196 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Customer Experience programs are gaining momentum in small and large companies but most have been designed for the Business-to-consumer (B2C) model. When the approaches that work for B2C are applied in the Business-to-business (B2B) world, they fail. Based on 27 years experience consulting to major, global B2B companies including IBM, Hewlett-Packard, Microsoft, Dell, VMware, EMC, Samsung, AT and T, Verizon, BT, Telefonica, Honeywell, Motorola, Accenture, Nokia, Siemens, Fujitsu and Xerox, Harry Bunn sets out practical approaches to getting it right in the B2B world. This book shows how Customer Experience can be built into the culture, the strategies and the actions of companies together with the mechanics required to get it right. It shows how current customer satisfaction programs can be transformed into Customer Experience programs providing companies with sustainable, competitive differentiation. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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