



## The Customer-Centric You: Making Customers the Focus of Everything You Do (Paperback)

By Stephen Hewett

Management Books 2000 Ltd, United Kingdom, 2011. Paperback. Condition: New. New ed.. Language: English . Brand New Book. One of the world s leading experts in the new discipline of customer-centricity explains how it works - and shows how it can revolutionise both business and personal performance. Most businesses today understand the importance of listening to their customers - but not many have grasped the potential of actually reorganising their entire business to focus on customers in everything they do. Packed with real-life case studies, insights and checklists, this book provides readers with a practical guide to implementing customer-centricity throughout their business and personal lives. The message to readers: this book will transform your business performance, and take your career to a new level. More than just a business guide, this book shows readers how they can radically improve personal performance in many other aspects of their lives, too. Foreword by Mark Price, MD of Waitrose.



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