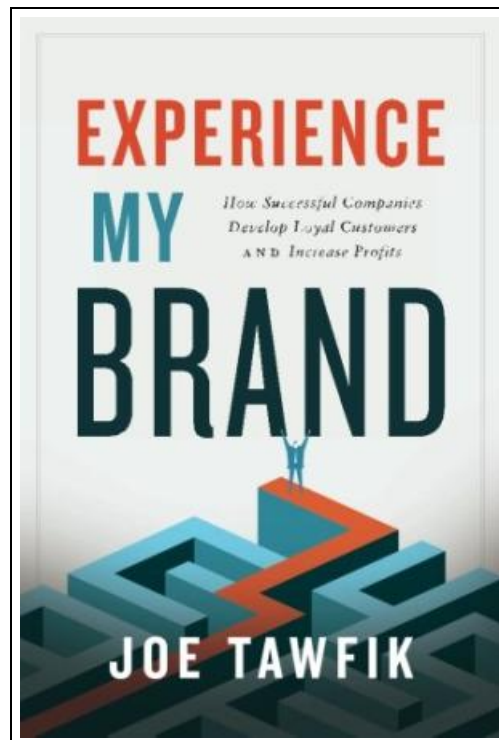


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Display of Power Publishing, Inc., 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Author Joe Tawfik presents an assured collection of valuable insights in Experience My Brand that are based on his 25-plus years in senior management. His expertise as CEO of business services companies in particular underlies his assertion that to differentiate itself in the age of digital disruption, a company must make branded customer experience part of its corporate strategy. Rather than relegate customer experience management to any one department, such as marketing, it must become embedded within a company's DNA. You will learn through detailed analysis and real-world illustrations how to: - Analyze, Design, and Measure Customer Experience - Implement Superior Customer Experience Initiatives - Consider how Customer Experience Will Change and Transform the Future With its plentiful tables and figures to complement his text, Experience My Brand puts theory into practice in a way that will keep you alert and engaged. Experience My Brand's unique message makes it a must-have guide for senior managers and their teams who seek to strengthen this critical aspect of their businesses as well as anybody wanting to learn about this increasingly important field.

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