



## Canoodle Marketing: Creating Customer Loyalty Building Your Brand (Paperback)

By Dr Dennis Regling

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.If you are going to succeed in business today, you have no choice but to become customer-centered. This summary teaches you exactly what steps you need to take to become customer-centered, and explains what leaders in the field have done to change their focus and vision from an internally driven idea of what the customer wants to an outside-in vision of what the customer wants. Dennis Regling brings his 35 years experience as a marketing executive, business owner and sales trainer together in this book about building lasting relationships with your customers. Dennis will teach you how to build your customer base, how to invest your marketing efforts widely for maximum return on investment, and how to build customers into a loyal group of fans who not only buy again and again, but also become your number one advocates.



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