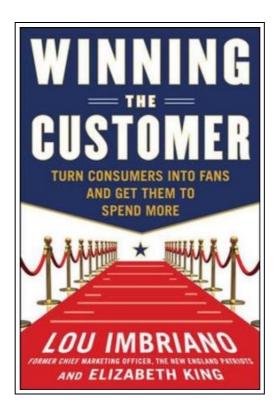
# Winning the Customer: Turn Consumers into Fans and Get Them to Spend More (Hardback)



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### Reviews

A superior quality book along with the font employed was exciting to see. It is one of the most amazing book i have got read through. You wont really feel monotony at anytime of the time (that's what catalogs are for about in the event you ask me). (Santina Sanford)

# WINNING THE CUSTOMER: TURN CONSUMERS INTO FANS AND GET THEM TO SPEND MORE (HARDBACK)



McGraw-Hill Education - Europe, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. Build Customer Relationships and Win Big Revenue! Unbreakable relationships are crucial to success in business. Lou Imbriano captures what it takes to forge the kind of deep credibility that encourages consumers and clients to trust you with their hard-earned dollars. If you want to deepen your customers trust and grow your revenues, I suggest you read Winning the Customer and you will win. -Bob Reynolds, President CEO, Putnam Investments Lou Imbriano rescues the word `winning from the clutches of Charlie Sheen . . . and, like a Patriots playbook, Lou takes you through his game plan for successfully building a victorious team that opponents will respect and fear . . . from who should be answering your phone to effectively saying `no, it s all there . . . . lazy, unmotivated people, this is not for you. . . . -Steve Levy, ESPN SportsCenter anchor Imbriano definitely made his mark in the NFL and now he s an MVP again with his new book, Winning the Customer. Lou s down-to-earth marketing philosophies, which he brought to the Patriots, epitomize how everyone, in any industry, should approach marketing. If you want to truly know how to build remarkable business relationships, read Winning the Customer. -Michael O Hara Lynch, Head of Global Sponsorship, Visa At a time when consumers have the power to use media where and how they choose, to like, dislike, and share their opinion on products and corporations, brand engagement is the best answer to build emotional and enduring relationships between brands and all their relevant communities. This book should be given to anyone who wants to understand the new dynamics that can bond brands with their ever-demanding customers. -Lucien Boyer, President Global...

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