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Managing Customers Through Economic Cycles

By John McKean

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Managing Customers Through Economic Cycles, John McKean, Whether you are a global Fortune 500 organization or a small business Managing Customers Through Economic Cycles show you how to optimize your business's sales and marketing approaches specific to survive and thrive in each economic cycle and transition. "The business case for continuing to invest in service and innovation can be compromised by an economic downturn. McKean clearly lays out the case for weathering the economic storm by achieving a careful balance of investment in the areas that truly matter - and continually using data to reinforce the idea that business can be more science than art, after all." - Barbara Higgins, Vice-President, Worldwide Contact Centers, United Airlines "John McKean's work has served as practical guide for me and my teammates. I have seen countless examples of businesses managing their customers' experience with a short term economic view. If the right principles are employed consistently, as John teaches us, we can create the right emotional experience that delivers growth and loyalty - as well as the improved operating leverage - that are needed in good times and in tough times. Consistency..."


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