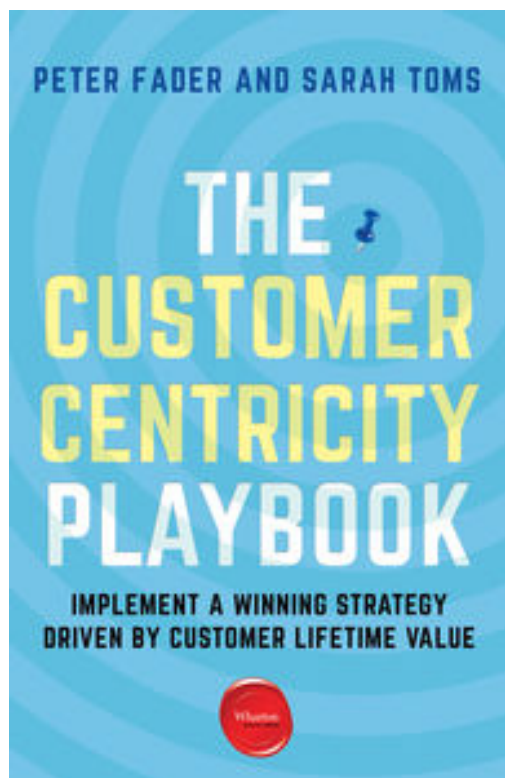


The Customer Centricity Playbook Read EBooks PDF English Peter Fader & Sarah E. Toms



The Customer Centricity Playbook download or read online Peter Fader & Sarah E. Toms PDF gratuito per e-book / ePub / Mobi / Mp3 / Txt, *How did global gaming company Electronic Arts go from being named "Worst Company in America" to clearing a billion dollars in profit?*

They discovered a simple truth—and acted on it: Not all customers are the same, regardless of how they appear on the surface. The most successful companies, from Amazon to Best Buy, understand their best customers are their most valuable asset, and they tailor their acquisition, development, and retention efforts to those customers.

In *The Customer Centricity Playbook*, Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can stop wasting resources by chasing down product sales to each and every consumer.

Fader and Toms offer a 360-degree analysis of all the elements that support customer centricity within an organization. In this book, you will learn how to:

Develop a customer-centric strategy for your organization
Understand the right way to think about customer lifetime value (CLV)
Finetune investments in customer acquisition, retention, and development tactics based on customer heterogeneity
Foster a culture that sustains customer centricity, and also understand the link between CLV and market valuation
Understand customer relationship management (CRM) systems, as they are a vital underpinning for all these areas through the valuable insights they provide

Fader's first book, *Customer Centricity*, quickly became a go-to for readers interested in focusing on the right customers for strategic advantage. In this new book, Fader and Toms offer a true playbook for companies of all sizes that want to create and implement a winning strategy to acquire, develop, and retain customers for the greatest value.

ALSO AVAILABLE: Peter Fader's *Customer Centricity* offers an introduction to the subject. ***The Customer Centricity Playbook*** shows customer centricity converts where to get started.

"A fantastic 360-degree analysis of how companies become truly customer-centric.... Required reading."

—Neil Hoyne, Head of Customer Analytics and Chief Analytics Evangelist, Google

"A must-read."

"Fundamental insights to point organizations of any size in the right direction."

—Rob Markey, Partner, Bain & Company, Inc., and coauthor, *The Ultimate Question 2.0*

"Required reading for leadership teams, as well as marketing and sales executives."

—Matthew Derella, Global Vice President, Revenue and Content Partnerships, Twitter

"If you struggle with customer engagement or are ready to better acquaint yourself with your customers, Peter Fader and Sarah Toms' new book *The Customer Centricity Playbook* is a must-read."

—Jacqueline Parkes, Chief Marketing Officer and EVP, Digital Studios, MTV, VH1 & Logo

"Peter Fader and Sarah Toms offer transformative insights that light the path for business leaders."

—Susan Johnson, Chief Marketing Officer, SunTrust Banks

"Essential reading for those who aspire to market leadership, regardless of industry."

—Joshua Kanter, Chief Marketing Officer, PetSmart

"I read *The Customer Centricity Playbook* by Peter Fader and Sarah Toms in a single sitting."

—Robbie Kellman Baxter, Consultant, Peninsula Strategies, and Author, *The Membership Economy*

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