



# The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference

*Claes Fornell*

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## **The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference** Claes Fornell

When faced with the choice between cutting costs or improving customer service, most companies focus on tangible assets. But in our service economy, the most important asset is intangible: a company's relationship with its customers. *The Satisfied Customer* is a blueprint for understanding this fact of modern business and reveals the unheralded value of customer satisfaction. Drawing on the results of a massive survey of American consumer satisfaction and including examples from companies like Home Depot and UPS, Fornell presents some surprising conclusions about outreach strategy (exceeding a customer's expectations is risky, and increasing customer complaints can actually be a good thing). He also explains how to quantify and increase the value of a firm's customer relationships--what he calls the Customer Asset.

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A lot of people always spent their very own free time to vacation or maybe go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. In order to try to find a new activity that's look different you can read a new book. It is really fun for you personally. If you enjoy the book that you just read you can spent the entire day to reading a publication. The book The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference it doesn't matter what good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. In case you did not have enough space to deliver this book you can buy typically the e-book. You can m0ore simply to read this book from your smart phone. The price is not very costly but this book provides high quality.

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