



## Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers

By Reza Soudagar, Vinay Iyer, Volker Hildebrand

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers, Reza Soudagar, Vinay Iyer, Volker Hildebrand, "This excellent book makes it quite clear that your business has to focus on customer experience for 21st-century business success. It's more than refreshing to read the multiple case studies and well thought out approach and to hear the experienced voices of these authors. You've spent way too much time reading this endorsement. Read the book instead. It's so worth it." --Paul Greenberg, author of CRM at the Speed of Light "To differentiate yourself and delight your customers, you must manage your customers' experience with your goods or services, and your company. This invaluable book will show you why you must do this, and how to do it well." --Henry Chesbrough, author of Open Innovation and Professor at the Haas School of Business, University of California Berkeley "Technology advances are raising the human expectation of what an experience with a company can and should be. Finally, a book has been written that combines behavioral psychological, micro-economic, and technological considerations defining the customer experience edge." --Paul D'Alessandro, Partner,...

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