



Harvard Business Review on Increasing Customer Loyalty (Harvard Business Review Paperback Series)

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How do you keep your customers coming back-and get them to bring others?

If you need the best practices and ideas for making your customers loyal and profitable--but don't have time to find them--this book is for you. Here are nine inspiring and useful perspectives, all in one place.

This collection of HBR articles will help you:

- Turn angry customers into loyal advocates
- Get more people to recommend you
- Boost customer satisfaction by satisfying your employees
- Focus on profitable customers--whether they're loyal or not
- Invest in the right CRM technology for your business
- Mine customer data for more effective marketing
- Increase your customers' lifetime value

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