



Customer Loyalty: How to Earn It, How to Keep It

By *Jill Griffin*



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You've read about Customer Loyalty in the Los Angeles Times, Dallas Morning News, Miami Herald, Kansas City Star, Entrepreneur, Industry Week, Marketing News, Boardroom Reports, Marketing Management, Library Journal, The Selling Advantage, Ideas Magazine, Executive Briefings, Training, Hospitality Upgrade, Direct, Quality Digest, Marketing Tools, Houseware Executive, Journal of Pharmaceutical Management, Discount Merchandiser, TeleProfessional, NationsBank Business, Modern Jeweler, Furniture Today-- now read the new and revised edition of the ground-breaking book that created all the buzz.

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Customer Loyalty: How to Earn It, How to Keep It By Jill Griffin Bibliography

- Sales Rank: #523320 in Books
- Published on: 2002-10-09
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .90" w x 7.00" l, 1.17 pounds
- Binding: Paperback
- 272 pages

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Editorial Review

From Publishers Weekly

Management consultant Griffin here addresses the failure of the "market share" theory. Presenting case studies-Home Depot's customer intimacy standard; Sharp Electronics' sales doctor approach-she stresses the need to develop customer loyalty programs. Griffin deftly examines pricing, value, customers' purchasing cycles, positioning and targeting to create repeat purchasers. She ponders: What "exactly" does a company do that engenders loyalty? A Florida picture framer she interviewed discovered by surveying his customers that the uniqueness and quality of his work ensured their patronage, not his low-end framing options; a Nebraska travel agent learned that he retained his corporate accounts because of his willingness to hold regular review sessions with them. Readers will profit from the arsenal of tools Griffin provides.

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From Library Journal

Studies have shown that customer satisfaction does not equate with continued sales. What a business needs instead is customer retention and repeated purchases, otherwise know as customer loyalty. Marketing consultant Griffin has written a practical guide for planning strategies to assure customer loyalty. She uses actual examples to describe whom a company should target, how to find qualified prospects, and how to turn customers into company advocates. Griffin also details how to win back inactive customers and how to develop a loyalty-driven corporate culture. Several recent books have been published in this area, including Joan Cannie's *Turning Lost Customers into Gold* (American Management Assn., 1994), which provides sample survey forms but an abbreviated text. Griffin's thoroughgoing treatment is recommended for public libraries.

Kathy Shimpock-Vieweg, O'Connor-Cavanagh Lib., Phoenix, Ariz.

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Review

"Customer Loyalty is a comprehensive resource for businesspeople who are looking to improve customer service and satisfaction." --From Harvard Business School Working Knowledge

Users Review

From reader reviews:

Daniele Chambers:

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David Earnest:

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Dennis Gaines:

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Leon King:

Playing with family inside a park, coming to see the coastal world or hanging out with friends is thing that usually you could have done when you have spare time, after that why you don't try issue that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Customer Loyalty: How to Earn It, How to Keep It, you may enjoy both. It is excellent combination right, you still desire to miss it? What kind of hang-out type is it? Oh can happen its mind hangout fellas. What? Still don't understand it, oh come on its known as reading friends.

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