



## How to Succeed in the Relationship Economy: Make Data Work for You, Empathise with Customers, Grow Valuable Relationships (Hardback)

By Matt Lindsay

ADVANTAGE MEDIA GROUP, 2017. Hardback. Condition: New. Language: English . Brand New Book. Truly new insights that lead to better decision making. JELLE PRINS, DESIGN MANAGER, UBER In our changing consumer landscape, it's not enough to produce an outstanding product or service. To grow valuable relationships with customers, organisations must successfully bridge the gap between data and customer experience. This accessible book contains exhilarating practical examples and takes a refreshing look at how small and large businesses can harness the power of data and gain deep insights into customer needs by making a real connection, even at the kitchen table. The tools included are the key to change your organisation's culture to focus on both human relationships and analytics and grow a healthier financial bottom line. Learn how to: -find customers willing to build a long-term relationship -invest in loyal customers without going bankrupt -understand the impact of pricing -explore the power of big data with common sense -discover deeper customer needs Praise for How to Succeed in the Relationship Economy The authors look into the future of subscription economics as few can. It elegantly captures the change in the consumer landscape we are witnessing. This book is...



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