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CUSTOMER EXPERIENCE IS THE BRAND (PAPERBACK)



Alex Allwood

Michael Hanrahan Publishing, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Your customer is now in the driver s seat. They re super-connected, influential within their social networks and have high expectations that their brand interactions will be personalised, contextual and device relevant. Brands are facing a highly competitive and commoditised marketplace, where product and service innovation is short-lived and competitive offerings are quickly duplicated, leaving little or no differentiation between one brand and...

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- Authored by Alex Allwood
- Released at 2015



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Reviews

Good e book and useful one. I have got read and that i am confident that i will likely to go through once more again later on. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Angela Blick**

An exceptional publication and also the typeface utilized was fascinating to learn. Better then never, though i am quite late in start reading this one. You will not really feel monotony at at any time of your time (that's what catalogs are for concerning if you ask me).

-- **Thea Lind**

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