

Customer Genius



Hello, I am your customer. Do you see the world like I do? Its simple really. Start with me and everything else follows. Together we can do extraordinary things. Are you ready? 10 building blocks, 30 practical tools, 50 inspirational stories. From Amazon to Banyan Tree, Quintessentially to Zipcars, explore 50 of the worlds leading customer businesses. The rise of Air Asia, and the collaboration of Boeing; the segmented focus of Club Med, and the customer vision of Disney; the imagination of Camper, and the desire for the Nintendo Wii; the realism of Dove, and the tribal loyalty of Harley Davidson. The genius of a customer-centric business is that it works from the outside in. It attracts, serves and retains the best customers as its route to profitability and growth. Isnt it about time you started doing business from the outside in?

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