



Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World

By Pete Blackshaw

Tantor Media, Inc, United States, 2008. CD-Audio. Book Condition: New. Unabridged. 165 x 140 mm. Language: English . Brand New. In today's Internet-driven world, customers have more power than ever. Through what interactive marketing expert Pete Blackshaw calls consumer-generated media -blogs, social networking pages, message boards, product review sites-even a single disgruntled customer can broadcast his complaints to an audience of millions. Blackshaw shows managers, marketers, and business leaders how to establish and maintain credibility for their brand by being authentic, listening and responding to customers, and forming relationships built on openness, transparency, and trust.Filled with stories based on his experience working with Fortune 500 brands such as Toyota, Dell, Nike, Sony, General Motors, Unilever, Nestle, Southwest Airlines, and Bank of America, Blackshaw offers a clear strategy for sustaining a competitive advantage by creating enduring, loyal relationships with today's consumer.



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