



The Ten Principles Behind Great Customer Experiences (Financial Times Series)

Matt Watkinson

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Overall WINNER - CMI Management Book of the Year 2014

WINNER - Innovation & Entrepreneurship Category at the CMI Awards 2014

Create a great customer experience whoever you are.

Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever.

This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are.

For **managers, leaders** and those **starting a new business**, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

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