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Growing PressureYour Next Steps; Beyond the Twilight of the Brands; Notes; Index

Sommario/riassunto

Many companies across the globe will suffer over the next few years as there is an emerging generation of customers who hate doing business with them. Treffer calls this real and imminent threat the Customer Apocalypse. He argues that the connected consumer is giving birth to a new generation of customer who are blowing up the very notion of customer relationship management. They're not interested in a relationship, and they won't be managed. This customer expects to be in control rather than to be controlled, and they want to discover your product or service on their own, and s
