



## The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference

By Claes Fornell

Palgrave MacMillan. Paperback. Condition: New. 187 pages. Many organizations have traditionally relied on backward-looking metrics showing what already happened in order to determine the strategies and tactics that should drive their futures. They look at how much they sold last month or last year, how many visitors they had, what their profit margin was, how last years advertising program worked, etc. Then they decide what should happen next by looking at metrics that describe what already occurred. In *Managing Forward*, industry veteran Larry Freed describes how organizations can use forward-looking customer experience analytics in conjunction with yesterdays metrics to actually predict future customer behavior and engender loyalty, recommendations, and future financial success across all industries. Organizations that embrace the concepts put forth in *Managing Forward* will be empowered to: Confidently allocate resources more efficiently and effectively. Achieve business and brand goals by using intelligence gained from customer satisfaction measurement and analysis. Connect the customer experience to bottom-line business results. Bruce Rogers at Forbes Media called *Managing Forward* a fascinating unveiling of the simple science of customer satisfaction and its power to predict future behavior. By accepting and embracing the challenge of the consumer revolution, we can treat customers better, help...



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