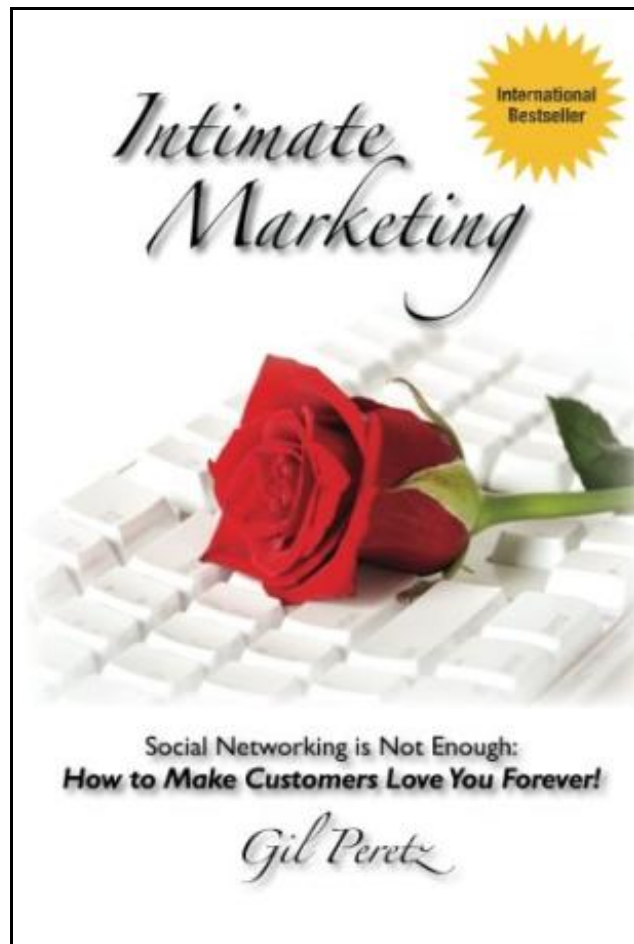


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Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 160 pages. Dimensions: 8.9in. x 6.0in. x 0.6in. Intimate Marketing, undoubtedly the most enjoyable and practical management book of the decade, is a must-read for marketers everywhere who want to ensure they are winning their customers hearts for a lifetime. - Bestselling author John Tschohl, (hailed as the Guru of Customer Service by USA Today, Time, and Entrepreneur magazines) What is the Kama Sutra of marketing What are the secret laws of contact that will make your customers love you forever This one-of-a-kind marketing novel illuminates methods of intimate marketing through a revolutionary narrative exploring one intimate relationship and highlighting state of the heart practices. Storytelling is a powerful communication tool that is becoming more and more recognized in the business community, and this book constitutes a first in the world: a marketing novel. It may not be the best novel youve ever read or will read, but if you pay attention to what people remember after reading business and management books, you will find that they remember the narratives. Intimate Marketing is a different kind of book. You will no longer forget the way to attract, and keep, customers, or how to use the theory of contact called the Kama Sutra of marketing. It will change the way you think about marketing, sales, and customer service. In an increasingly global and highly competitive business world, it may seem like a paradox that the best course of action is to establish a one-on-one rapport with each customer, using many of the same good habits you would in a personal relationship. Whether through social networks or loyalty programs, your efforts are only effective if they truly hit home--one customer at a time. To illuminate how to build a lifelong foundation...



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