



Who Stole My Customer??: Winning Strategies for Creating and Sustaining Customer Loyalty (2nd Edition)

Harvey Thompson

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Rebuild customer loyalty, strengthen customer relationships, and leverage the immense power of customer co-innovation! Harvey Thompson's *Who Stole My Customer??* is the world's definitive guide to rebuilding customer loyalty: must-reading in C-Suites and top business schools worldwide. That's no surprise: for decades, Thompson has been *the* go-to expert for CxOs seeking to optimize their customer growth and retention strategies. Now, in this extensively updated Second Edition, Thompson sharpens his focus on two of the most crucial strategic challenges identified by 1,300+ current CEOs: strengthening customer relationships and promoting innovation.

Drawing on his immense enterprise experience, Thompson helps you overcome fundamental corporate culture issues that impede both relationship-building and innovation. Next, he demonstrates how to construct customer-driven business models and management systems that improve retention by systematically involving customers in co-innovation around goals and visions *they* help define.

Who Stole My Customer?? Second Edition helps you identify up-to-the-minute answers to the classic "tough questions" surrounding loyalty: *Who's stealing my customers? Why is it happening? How can I stop it? How can I win back lost customers?* You'll discover new ways to view business processes through customer's eyes... identify *today's* real drivers of loyalty... tightly focus relationship investments for maximum value... rebuild touch points around customers' current *and future* needs.

Throughout, updated questions help you apply Thompson's techniques in *your* competitive environment. Thompson's questions have also been updated to serve MBA or Executive MBA level students more effectively as they seek to add more value in future work assignments.

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