



# **Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World**

*Jill Griffin*

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Praise for Taming the Search-and-Switch Customer

"What an excellent wake-up call! Your company's most valuable asset—your loyal customers—have more tools than ever to compare you to competitors and switch. Griffin does an excellent job identifying the risks to customer loyalty in an environment of immediate and abundant information, and defines a path to earn loyalty through delivery of enhanced value in the eyes of your customers. A truly important premise to building and maintaining a successful business."?

—Gerald Evans, president, Hanes Brands Supply Chain and Asia Business Development

"In this dynamic treatise on customer retention, Jill Griffin, *The Loyalty Maker*, provides updated solutions to meet today's challenge of changing consumer shopping habits. A must-read for all retailers and wholesalers."

—Britt Jenkins, chairman of the board, Tandy Brand Accessories, Inc.

"Mandatory reading for anyone who manages customer loyalty. A truly thought-provoking read!"

—Timothy Keiningham, global chief strategy officer, executive vice president, IPSOS Loyalty

"Every company is in the service business now, whether they realize it or not. Jill's book is a great start on how to make your service experiences better than they are today."

—Robert Stephen, founder, The Geek Squad

"In today's Googlized marketplace, Taming the Search-and-Switch Customer is a must-read."

—Ken DeAngelis, general partner, Austin Ventures

"Griffin is pure loyalty genius!"

—Kelly Cook, vice president, Customer Engagement/CRM, Waste Management

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#### **Angela Powers:**

Here thing why that Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World are different and trusted to be yours. First of all looking at a book is good but it really depends in the content than it which is the content is as scrumptious as food or not. Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World giving you information deeper and different ways, you can find any guide out there but there is no e-book that similar with Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World. It gives you thrill looking at journey, its open up your own eyes about the thing that will happened in the world which is maybe can be happened around you. It is easy to bring everywhere like in park, café, or even in your approach home by train. For anyone who is having difficulties in bringing the paper book maybe the form of Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World in e-book can be your alternate.

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