

## Literatuursuggesties

**Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue**

Feb 29, 2016

by Nick Mehta and Dan Steinman

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Mar 5, 2013

by Lee Cockerell

**The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results**

Sep 8, 2015

by Brent Adamson and Matthew Dixon

**The Automatic Customer: Creating a Subscription Business in Any Industry**

Feb 5, 2015

by John Warrillow

**What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint**

Oct 13, 2016

by Nicholas J. Webb

**Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media**

Mar 15, 2017

by Dan Gingiss and Jay Baer

**Raving Fans: A Revolutionary Approach To Customer Service**

by Ken Blanchard, Sheldon Bowles and Harvey Mackay

**Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine**

Jun 15, 2015

by Jeanne Bliss

**Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary**

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by Steve Curtin

**The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company**

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by Joseph Michelli

**The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed with Customer Service**

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by Jeff Toister

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**Customer Centricity: Focus on the Right Customers for Strategic Advantage (Wharton Executive Essentials)**

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Jan 24, 2013

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**Amaze Every Customer Every Time: 52 Tools for Delivering the Most Amazing Customer Service on the Planet**

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Nov 13, 2012

by David L. Rogers

**Customer Experience Strategy - Design & Implementation: Outgrow your competitors by making your business to business customers happier (Customer Strategy)**

Apr 17, 2017

by Maurice FitzGerald and Peter FitzGerald

**A / B Testing: The Most Powerful Way to Turn Clicks Into Customers**

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by Dan Siroker and Pete Koomen

**Winning at Social Customer Care: How Top Brands Create Engaging Experiences on Social Media**

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**Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management**

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by Gordon S. Linoff and Michael J. A. Berry

**Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data**

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**Building a StoryBrand: Clarify Your Message So Customers Will Listen**

Oct 10, 2017

by Donald Miller

**The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level**

May 13, 2016

by Colin Shaw and Ryan Hamilton

**Attract Customers Now From Facebook: Simple Cost-Effective Marketing For Entrepreneurs**

Apr 28, 2016

by Bret Gregory

**Harvard Business Review on Increasing Customer Loyalty (Harvard Business Review (Paperback))**

Apr 12, 2011

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**Tilt: Shifting Your Strategy from Products to Customers**

Nov 5, 2013

by Niraj Dawar

**B4B: How Technology and Big Data Are Reinventing the Customer-Supplier Relationship**

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by J.B. Wood and Todd Hewlin

**Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams**

May 5, 2016

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**Consumption Economics: The New Rules of Tech**

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by Joseph Pine II James H. Gilmore James H. Gilmore

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**60 minuten serie - De customer journey in kaart in 60 minuten**

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**Top research in customer interaction management 10 - Customer journey management**

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by Heijtel Karen Trotter

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Hoe je relevanter wordt voor klanten

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**Omnichannel in retail**

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The Roadmap to Create and Implement Omnichannel Strategy

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**Social Media Management**

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**Creating Value with Big Data Analytics**

Making Smart Marketing Decisions

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