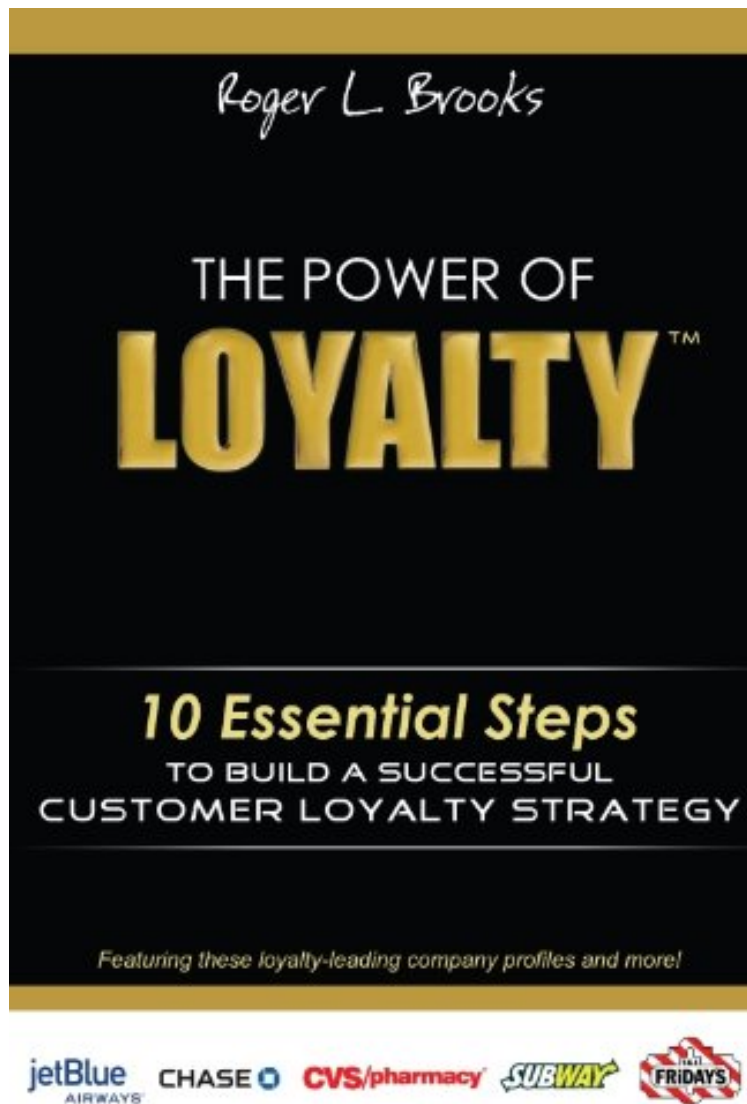


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The Power of Loyalty: 10 Essential Steps to Build a Successful Customer Loyalty Strategy (StartUp Series)

Roger Brooks

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principles that seems an extract of good comments and options to the endless loyalty cycle. If you are not an expert on the topic, this is a good book; if you are looking for something technical, this is not the book you need. 0 of 0 people found the following review helpful. A good overview to loyalty but lacking hard data. By Larry Marvin Wall "The power of loyalty" provides a good introduction to loyalty programs. It contains lots of ideas for how one might go about structuring a loyalty program and what your various options might be. It is, however, almost completely bereft of actual hard data that might help you choose or evaluate these options. A good introduction but overall the book is written too much like a self-help book to be practical. 0 of 1 people found the following review helpful. What is Loyalty? By Andrey Arefyev If reading carefully can bring you to the understanding of Loyalty Concept as a whole. This is what this book is for. Nothings else usefull can be find there. However, catching the concept meaning - is already a big deal.

Loyalty strategist Roger L. Brooks invites you to take part in the growing loyalty movement and shows you how to build a successful loyalty strategy following 10 essential steps. Brooks covers the best practices and proven techniques from more than 12 customer loyalty leaders including: Chase, JetBlue, Verizon, Subway, Starbucks, Nordstrom, Wegman's, T.G.I. Friday's, CVS/pharmacy, Bank of Montreal, Saks Fifth Avenue and Men's Wearhouse. He provides a comprehensive 6-point initial launch plan plus strategy essentials including employee and company introductions to loyalty. In addition, you'll learn how to incorporate loyalty initiatives into your marketing plans and budgets and identify WOW factors to set your business apart from your competitors.

About the Author Author Profile Roger L. Brooks is a respected loyalty strategist with more than 15 years of experience in developing, supporting, and implementing customer loyalty and rewards programs. He has worked with esteemed companies such as GE Capital, Sam's Club, Chase Universal MasterCard, and Mirabito Fuel Group, and he currently serves as the vice president of loyalty marketing for ValueCentrics Marketing Group, Inc. (VCMG), managing growth for existing clients including GE Money, SAKS FIFTH AVENUE, and Fidelity National Information Services. A valued voice in his field, Brooks is a contributing writer to a variety of industry trade magazines including Loyalty Management, NACS Magazine, Convenience Store News and CSP Magazine, as well as publisher of weekly ezine Everywhere Loyalty, subscribed to by more than 10,000 business executives.