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Reichheld. Fred (2011) Hardcover

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practical and
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grounded in customer loyalty. This should become a business classic. — John Donahoe, former CEO, eBay Net Promoter has helped us create an intense focus on doing what's right for our clients and for our people.

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The updated, 2.0 edition of The Ultimate Question, released in 2011, offers an update on how NPS users in those few years had turned it from a Score to a System, fundamentally altering the outlook for customer service

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and the ethos it had
grown amongst their
employees.

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...

Fred ' s first book,
The Ultimate
Question, published
in 2006, talked about
a business

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environment that has become more social. Even as recently as 2006, the concept of measurement, management and their impact on philanthropy was not considered a key tool to business development – that 's why The Ultimate Question 2.0 was published.

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Markey (Harvard

Business Review

Press 2011) Preface:

The book shows a path to true business growth through sustainable 'good profits' derived from consistently delivering a customer experience worthy of loyalty. Whilst there are many paths to growth, none are as

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consistently
delighting your
customers and
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Edition): How Net
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Hardcover –
September 20, 2011
by Fred Reichheld
(Author), Rob Markey
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Question 2.0 explains
how Apple, Amex,
Intuit, Zappos and
others are using a
simple P&L
accounting approach
to customer

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relationships (profit-generating ' promoters ' minus loss-making ' detractors ') to thrive in a customer-driven world by building ' good profits ' through profitable relationships with loyal fans.

~~Speed Summary: The~~
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~~[Chapter Summary ...~~

Review for the
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audio book. The
customer, if treated in
the right way not
buys your products
and comes back for
more, but it reduces
your marketing costs,
legal costs and
general
administration cost of

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Companies ...~~

The Ultimate
Question 2.0 is
written in a manner

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that is both easy to read and understand, unlike books such as Hustle and The Impact Equation that are full of fancy buzzwords and fluffy concepts.. The authors placed an intense focus on just one concept, instead of trying to push across a bunch of highfalutin ideas at

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the same time like so many other business books.

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"This year, Reichheld, who is a fellow at Bain & Company as well as the founder of its loyalty practice, and Rob Markey, head of the

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Company's global strategy and marketing practice, published The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World, an updated and expanded version of The Ultimate Question. The original lit the spark for the

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"This year, Reichheld,
who is a fellow at
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its loyalty practice,
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Company's global strategy and marketing practice, published The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World, an updated and expanded version of The Ultimate Question.

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Previously published
under title: Ultimate
question.

In the first edition of
this landmark book,
business loyalty guru
Fred Reichheld
revealed the question
most critical to your
company ' s future:

“ Would you

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Recommend us to a friend? ” By asking customers this question, you identify detractors, who sully your firm ’ s reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a vital

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Promoter Score. Since the book was first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated

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and expanded edition, Reichheld, with Bain colleague Rob Markey, explains how practitioners have built Net Promoter into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld: •

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Defines the fundamental concept of Net Promoter, explaining its connection to your company ' s growth and sustained success

- Presents the closed-loop feedback process and demonstrates its power to energize employees and delight customers •

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Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business. Practical and insightful, The Ultimate Question 2.0 provides a blueprint for long-term growth and success.

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Question 2.8
One Simple Question
Can Determine Your
Company's Future. Do
You Know the
Answer? The Ultimate
Question offers hands-
on guidance on how
to: Distinguish good
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generated by customer word of mouth. Assign accountability for improving customer relationships. Identify core customers and set priorities for strategic investments. Move customers beyond mere satisfaction to true loyalty. Create

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passionate advocates that stimulate innovation and growth. Practical and compelling, The Ultimate Question will help you solve your organization's growth dilemma.

Fred Reichheld's
2006 book The
Ultimate Question,

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that question being, "How likely is it that you would recommend this company to a friend or colleague?"-challenged the conventional wisdom of customer satisfaction programs. It coined the terms 'bad profits' and 'good profits' and pointed to a faster, much more accurate

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way of gauging customers' real loyalty to a company, introducing a quantitative measure (the Net Promoter Score) for establishing a baseline and effectively tracking changes going forward. Richard Owen and Laura Brooks are co-

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developers, along
with Reichheld, of the
methodology behind
answering the
question. In this book,
Owen and Brooks tell
how based on a
variety of real case
studies' to actually
embed Net Promoter
discipline in
organizations of all
types.

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Two research analysts describe how companies can truly understand the real needs of their customers by seeing a business through their eyes and enforcing the concept of “customer service” through every facet of the company, from finance to legal to

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Great leaders embrace a higher purpose to win. The Net Promoter System shines as their guiding star. Few management ideas have spread so far and wide as the Net Promoter System (NPS). Since its conception almost

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two decades ago by customer loyalty guru Fred Reichheld, thousands of companies around the world have adopted it—from industrial titans such as Mercedes-Benz and Cummins to tech giants like Apple and Amazon to digital innovators such as Warby Parker and

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Reichheld has raised the bar yet again. In *Winning on Purpose*, he demonstrates that the primary purpose of a business should be to enrich the lives of its customers.

Why? Because when customers feel this love, they come back for more and bring their

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friends—generating good profits. This is NPS 3.0 and it puts a new take on the age-old Golden Rule—treat customers the way you would want a loved one treated—at the heart of enduring business success. As the compelling examples in this book illustrate, companies

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with superior NPS consistently deliver higher returns to shareholders across a wide array of industries. But winning on purpose isn't easy. Reichheld also explains why many NPS practitioners achieve just a small fraction of the system's full potential, and he

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presents the newest thinking and best practices for doing NPS right. He unveils the Earned Growth Rate (EGR): the first reliable, complementary accounting measure that can truly leverage the power of NPS. With keen insight and moving personal stories,

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Reichheld advances
the thinking and
practice of NPS.

Winning on Purpose
is your indispensable
guide for inspiring
customer love within
your own teams and
using Net Promoter to
achieve both personal
and business success.

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The Hitchhiker's Guide to the Galaxy, soon to be a Hulu original series!

“ Wild satire . . . The feckless protagonist, Arthur Dent, is reminiscent of Vonnegut heroes. ” —Chicago Tribune The unhappy inhabitants of planet Krikkit are sick of looking at the night

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Creation 0

heads—so they plan to destroy it. The universe, that is. Now only five individuals stand between the killer robots of Krikkit and their goal of total annihilation. They are Arthur Dent, a mild-mannered space and time traveler who tries to learn how to fly by throwing

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himself at the ground and missing; Ford Prefect, his best friend, who decides to go insane to see if he likes it; Slartibartfast, the indomitable vice president of the Campaign for Real Time, who travels in a ship powered by irrational behavior; Zaphod Beeblebrox, the two-headed, three-

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armed ex-president of
the galaxy; and
Trillian, the sexy
space cadet who is
torn between a
persistent Thunder
God and a very
depressed
Beeblebrox. How will
it all end? Will it end?
Only this stalwart
crew knows as they
try to avert

“ universal ”

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Armageddon and save
life as we know
it—and don ' t know
it! “ Adams is one of
those rare treasures:
an author who, one
senses, has as much
fun writing as one has
reading. ” —Arizona
Daily Star

“ Brimming with
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Question 28
Stories of sacrifice,
courage, commitment
and, sometimes,
failure, the book will
support anyone
pondering a major life
choice or risk without
force-feeding them
pat solutions. ” —Pub
lishers Weekly In
What Should I Do
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Bronson tells the
inspirational true

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Stories of people who have found the most meaningful answers to that great question. With humor, empathy, and insight, Bronson writes of remarkable individuals—from young to old, from those just starting out to those in a second career—who have overcome fear and

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Question to find a larger truth about their lives and, in doing so, have been transformed by the experience. What Should I Do with My Life? struck a powerful, resonant chord on publication, causing a multitude of people to rethink their vocations and priorities and start on

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the path to finding their true place in the world. For this edition, Bronson has added nine new profiles, to further reflect the range and diversity of those who broke away from the chorus to learn the sound of their own voice.

Stephen Hawking was

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recognized as one of the greatest minds of our time and a figure of inspiration after defying his ALS diagnosis at age twenty-one. He is known for both his breakthroughs in theoretical physics as well as his ability to make complex concepts accessible for all, and was

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beloved for his mischievous sense of humor. At the time of his death, Hawking was working on a final project: a book compiling his answers to the "big" questions that he was so often posed--questions that ranged beyond his academic field.

Within these pages, he provides his

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personal views on our biggest challenges as a human race, and where we, as a planet, are heading next.

Each section will be introduced by a leading thinker offering his or her own insight into Professor Hawking's contribution to our understanding. The book will also feature

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Academy Award winning actor Eddie Redmayne, who portrayed Hawking in the film *The Theory of Everything*, and an afterword by Hawking's daughter, Lucy Hawking, as well as personal photographs and additional archival material.

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