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Alan Trefler shows what it takes to make the necessary and dramatic changes in how a business thinks about its customers, its people, and its technology, to ensure it can survive beyond the twilight of the brands.

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changing relationships between customers
and businesses. By explaining the inner
workings of customer loyalty and
highlighting the importance of new
technological developments, these blinks
equip businesses with the tools they need

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to create a powerful and sustainable
customer base.

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you summaries off what you called the coming of the customer apocalypse.

Build for Change - The Industrial
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Build for Change offers a warning to
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coming customerpocalypse, and practical advice and examples to those that are grappling with how to survive in a radically new customer engagement paradigm. It concludes that given the viral speed with which customer behaviors are changing, organizations need ways to predict customer desires, adapt in the

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moment to new changes, and be so reciprocal and contextually aware that both customers and staff will trust them ...

Build for Change: Revolutionizing
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By Alan Build for Change offers a warning to companies that are failing to see the coming customerpocalypse, and Page 4/23

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Build For Change outlines exactly what

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can—and must—be done to ensure sustainable success in the new digital era: Relate to the new generation of consumers, and understand their preferences and demands; Stop obsessing about mountains of data, and instead apply business-driven continuous improvement to customer processes

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