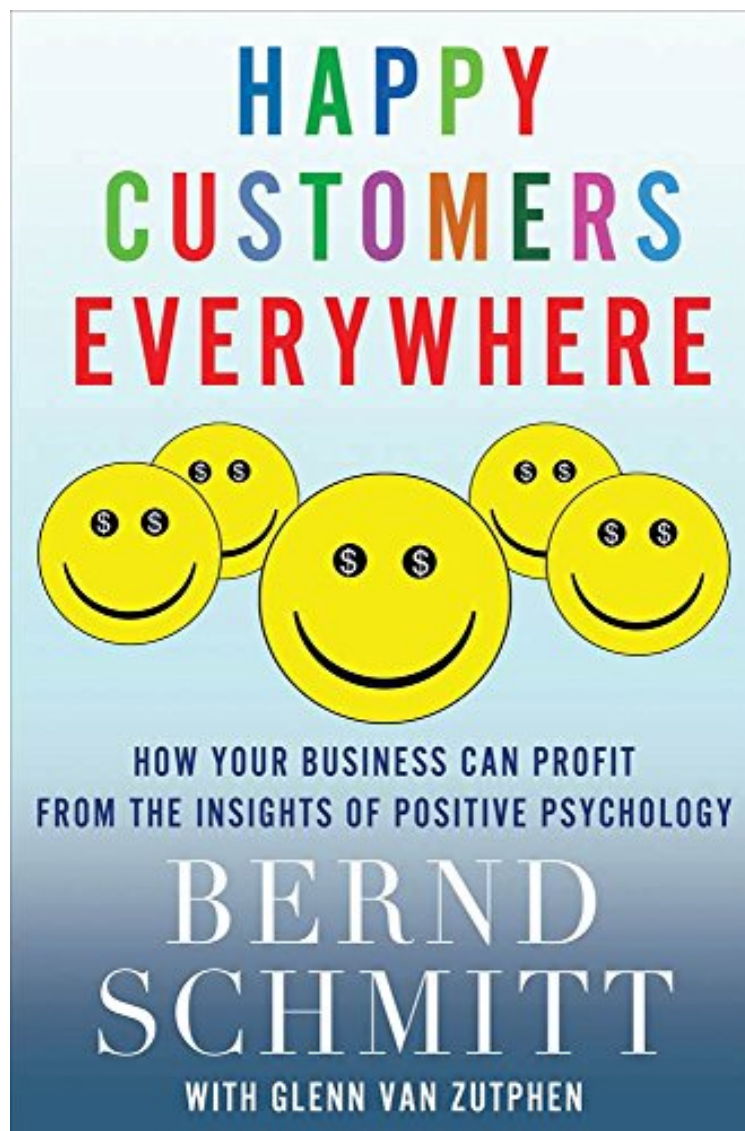


(Read now) Happy Customers Everywhere: How Your Business Can Profit from the Insights of Positive Psychology

Happy Customers Everywhere: How Your Business Can Profit from the Insights of Positive Psychology

Bernd Schmitt, Glenn Van Zutphen
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Bernd Schmitt, Glenn Van Zutphen : Happy Customers Everywhere: How Your Business Can Profit from the Insights of Positive Psychology before purchasing it in order to gauge whether or not it would be worth my time, and all praised Happy Customers Everywhere: How Your Business Can Profit from the Insights of Positive Psychology:

0 of 0 people found the following review helpful. good readBy e14I enjoyed reading Bernd's Happy Customers Everywhere. You will find many good examples of how customers and business's benefit by adapting his approach.1

of 1 people found the following review helpful. Highly recommended for business managers and marketers
By The Marketing Guy Who Drives Sales -rDespite the title that makes this book seem like it might be a fluffy piece of pop psychology, Bernd Schmitt has written a wonderfully insightful business book that gets to the heart of modern marketing and branding. The author shows us why businesses should strive to move beyond the goal of achieving customer satisfaction through functional product features and aim for customer delight that separates one's brand amongst a sea of competing products. This book is really a guide to product development and marketing that shows why meaningful consumer insights are critical in developing products that make customers happy in ways that transcend simple customer satisfaction metrics. Yes, many products might "satisfy" your customers, but you can differentiate yourself by finding ways to additionally bring happiness to your customers also. Loaded with case studies, the book discusses ways to think about customer happiness so you can make both your customers and your employees happy in order to build powerful brands and sustainable profitability. I highly recommend this book for all business managers and marketers. ~Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)."

Every business knows that the best customer is a happy customer. They return again and again, bring their friends and family, and deliver tons of free advertising via word of mouth and social media. But in order to grow that loyal base, you must be keenly aware of your customers' needs and preferences. Drawing on the latest research in the exploding field of positive psychology, Columbia Business School professor Bernd Schmitt offers three unique approaches any business can use to turning a casual customer into a committed fan:bull; The Feel-Good Method: Use the experience of pleasure and positive emotion to hook new customers, and watch those feel-good moments transform an impulsive buyer into a committed loyalist.bull; The Values-and-Meaning Method: Attract passionate customers by appealing to their core values, like being socially responsible, protecting the environment, or living a simple life bull; The Engagement Method: Get customers to notice a unique or limited offer, immerse them in the experience, and have them share it with friends and family. Schmitt shows marketers, brand managers, and entrepreneurs how to design an authentic and successful campaign that will reach, grow, and sustain a devoted base of customers.

ldquo;An established expert on customer experience and global marketing strategy, Schmitt is also a prolific author, and in *Happy Customers Everywhere* he offers insights on customer satisfaction in the context of the growing field of positive psychology.rdquo; Choiceldquo;Explores the psychology behind making customers happy, sharing key insights from the burgeoning field of positive psychologyhellip;Rendered in digestible and practical sections, Schmitt makes a compelling case for the applications of positive psychology.rdquo; Publishers Weeklyldquo;Schmitt has done it again. First, he launched the experience marketing movement and now he shows us that happy customers are essential for any business. This immensely practical book provides tools, best, and "next" practices for turning satisfied customers into happy, long-term loyalists.rdquo; Marty Holmish, Global Chief Marketing Officer, HPldquo;Schmitt's links positive psychology to business strategy to provide a compelling framework for putting the customer at the center of business success. B2B companies must create meaningful ways to engage with and delight their customers and partners; *Happy Customers Everywhere* provides effective strategies that business leaders can use to achieve these goals.rdquo; Susan Popper, SVP Marketing Communications Experience, SAP Marketingldquo;Combining academic research and fascinating case studies, Bernd Schmitt takes us into the heads of our customers and then gives us specific methods to deliver customer happiness. This book doesn't just tell us they lsquo;why.' It teaches us the how to.rdquo; Shep Hyken, customer service expert and New York Times bestselling author of *The Amazement Revolution*ldquo;A must-read for anyone who understands that in today's world it is imperative to have your consumers connect with your business and your brands on an emotional level. In order to create 'happy customers' who are loyal and generate buzz, marketers must strive to push beyond customer satisfaction -- they must strive to also delight customers.rdquo; Maryam Banikarim, Sr. Vice President Chief Marketing Officer Gannett Co., Inc.ldquo;Schmitt shows us that it is no longer enough to just satisfy customers. His book provides solid and timely advice on how to delight customers, using both traditional and new media.rdquo; Torrence Boone, Managing Director, Googleldquo;This book will help any business excel as it strives to innovate. Innovation programs succeed when they consider not just functional improvements to products, but how they bring joy to customers. Schmitt's engaging book is structured to help executives leverage customer insight and craft innovative products and services that will drive sales, loyalty and advocacy.rdquo; Yoon Lee, VP, Global Product Innovation, Samsung Electronics Americaldquo;With a refreshing approach that integrates academic research and real-world business case studies, Schmitt has developed a practical guide for any organization dedicated to delighting its customers. At a time when many brands focus more on acquiring new customers rather than taking care of those they already have, Schmitt helps prove that happy customers become loyal customers become outspoken advocates. And he offers up evidence that loyal customers drive business results and improve shareholder value.rdquo; Peter DeNunzio, President, U.S. Customer Loyalty, Aimialdquo;If customer satisfaction is your key performance indicator for marketplace success, then reading this book may cause you to think twice. *Happy Customers Everywhere* is an

inspired mash-up of principles culled from experiential marketing and the positive psychology movement. Bernd Schmitt persuasively argues that customer happiness can provide immense value to a business and shows executives how they can apply the models developed by Martin Seligman and other positive psychology proponents to help customers achieve happiness, rather than just satisfaction. He complements his practical advice, with extensive case studies and examples of what well-known (and not so well-known) organizations are already doing. In doing so, he provides a roadmap that businesses can use to create happy customers willing to share their positive views with the world. rdquo; Jonathan Copulsky, author of Brand Resilience and National Managing Director, Eminence, DeloitteAbout the AuthorBernd Schmitt is the Robert D. Calkins Professor of International Business at Columbia University, the director of the Center on Global Brand Leadership, and CEO of the EX Group. He is a frequent keynote speaker at conferences worldwide and has appeared on the BBC, CNBC, CNN, and The Daily Show. Schmitt has written for The New York Times, The Asian Wall Street Journal, and Financial Times, and is also the author of several books including Big Think Strategy, Customer Experience Management, and Experiential Marketing, which have been translated into more than 20 languages. He lives in New York City. Glenn van Zutphen was a working journalist for 26 years for the likes of CNN International and CNBC Asia. He owns VanMedia Group, a Singapore-based media consulting firm.