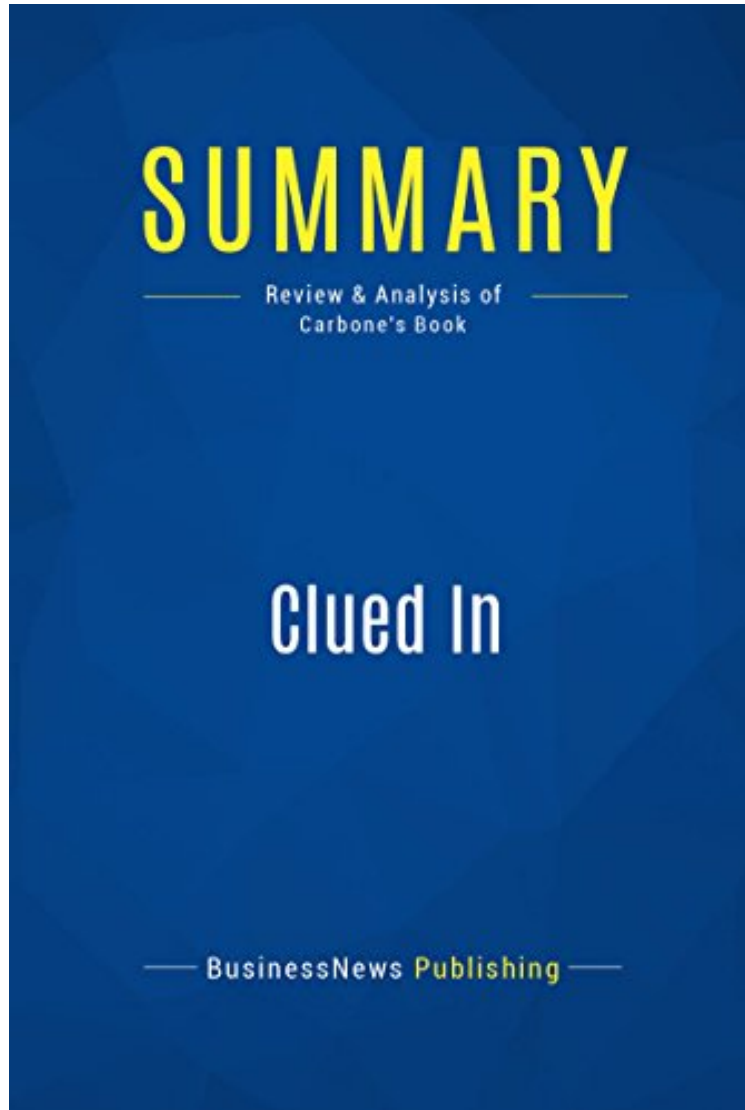


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## Summary: Clued In: Review and Analysis of Carbone's Book

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The must-read summary of Lewis Carbone's book: "Clued In: How to Keep Customers Coming Back Again and Again". This complete summary of the ideas from Lewis Carbone's book "Clued In" shows how all businesses exist for two reasons: to make money and to win customers. In his book, Lewis Carbone explains that most industries have

focused more on the money-making side in recent years, but the key is not to sell customers more products and services, but to provide them with a distinctive and well-engineered service. In this summary, the author explains how to look for opportunities to enhance your value proposition by developing internal systems to design, manage, deliver and leverage the total customer experience. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Clued In" and discover the key to making your current customers loyal forever.