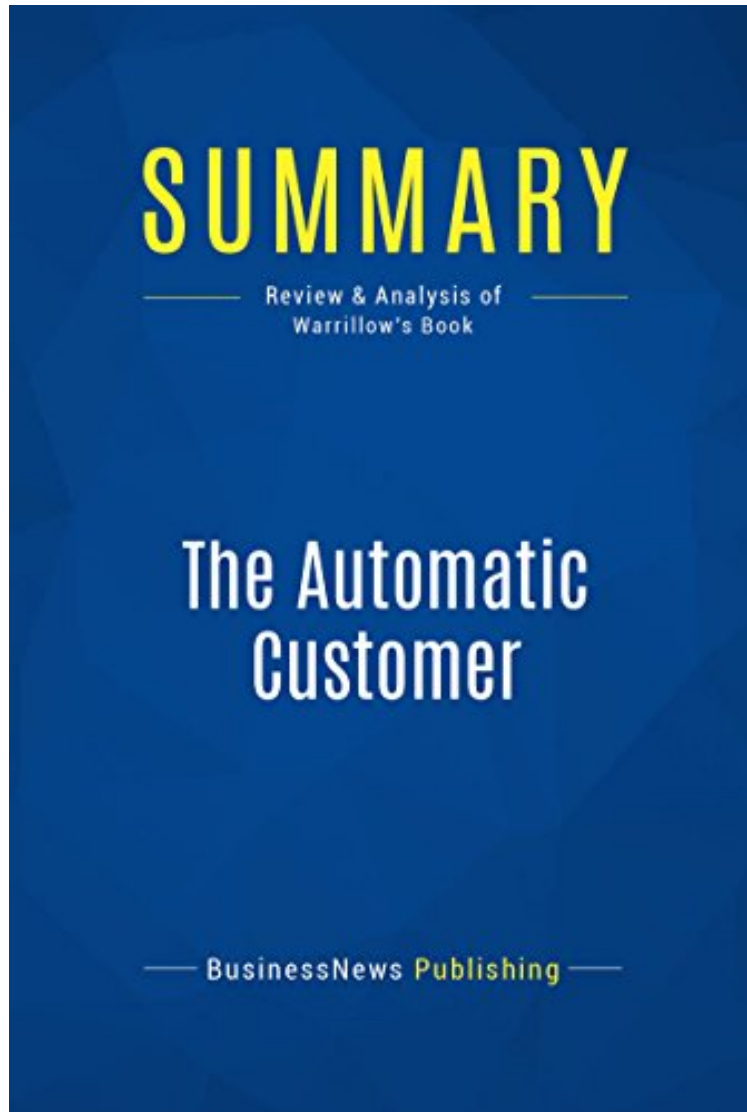


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BusinessNews Publishing : Summary: The Automatic Customer: Review and Analysis of Warrillow's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: The Automatic Customer: Review and Analysis of Warrillow's Book:

The must-read summary of John Warrillow's book: "The Automatic Customer: Creating a Subscription Business in

Any Industry". This complete summary of the ideas from John Warrillow's book "The Automatic Customer" explains that subscription-based products are becoming increasingly popular, as it means customers are buying from a business automatically each month. Rather than having to put lots of time and money into reselling to the same customer twice, you can sit back knowing that they will re-purchase automatically. If you want to follow in the footsteps of Amazon and Apple and ensure you have recurring revenue each month then this summary will tell you all you need to know. Added-value of this summary: Save time; Understand key concepts; Expand your business knowledge. To learn more, read "The Automatic Customer" and discover how you can build your own subscription business and bring more recurring revenue to your company.