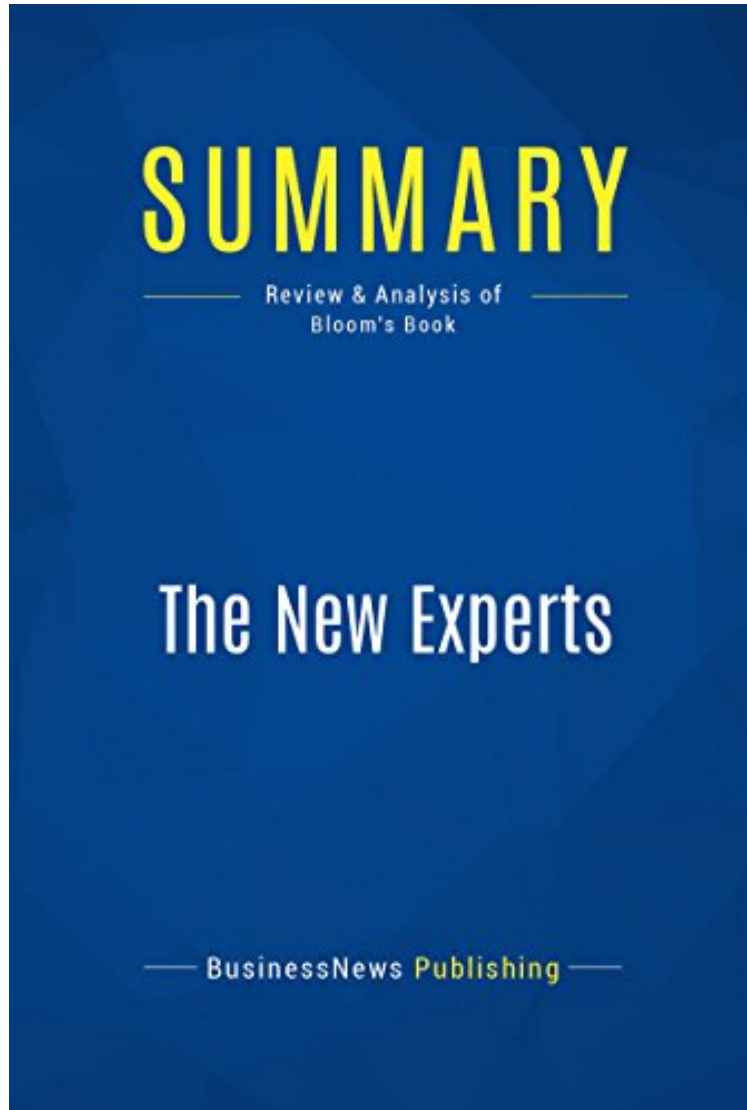


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The must-read summary of Robert Bloom's book: "The New Experts: Win Today's Newly Empowered Customers at Their 4 Decisive Moments". This complete summary of the ideas from Robert Bloom's book "The New Experts" presents the four key customer contact moments: first contact, transaction, continued use of the product and advocacy

(repeat customers). In his book, the author explains very specific ways that businesses can enhance customer encounters. This summary provides readers with an important reminder that the customer is always the most important person in any transaction. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "The New Experts" and find out how to enhance the experience of every customer transaction you make.