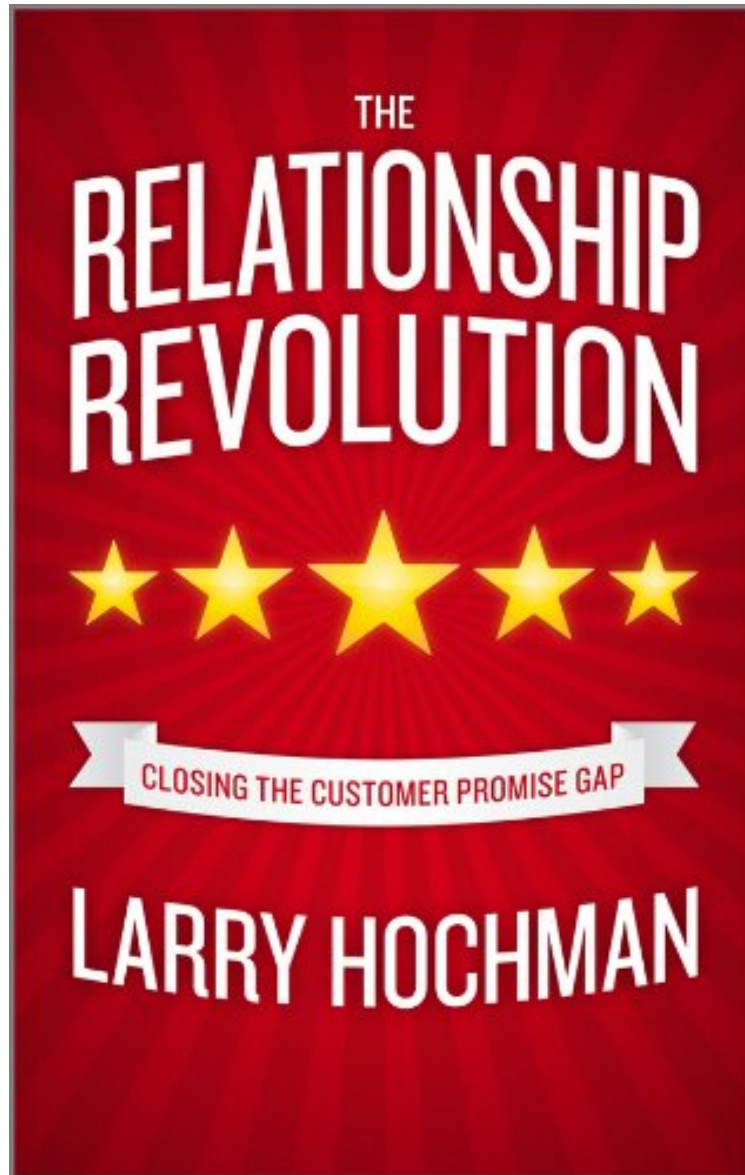


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## The Relationship Revolution: Closing the Customer Promise Gap

Larry Hochman

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'Simple yet profound, practical and full of examples, this book will become essential reading for business leaders in coming years.' (FreshBusinessThinking.com, March 2010). '...this book is to help you better focus on [customer-relationships]...and to point out the...danger if you fail to do so...' (Customer Engagement, February 2010). '...shows how, in a climate where everyone is searching for value, you can succeed by building customer relations...' (Contact, June 2010). From the Inside Flap Your customers are angry. Very angry! The turmoil of recession has left them feeling let-down, anxious and betrayed. They know how often businesses over-promise and under-deliver, and they're now deeply cynical. Trust in business is at an all-time low. This defining moment calls for nothing less than a Relationship Revolution. The businesses that will prevail will be the ones who understand that customer relationships will be the dominant factor in determining success in the post-recession era. At a time when everyone is looking for value, this is where you can create the kind of unique value that you need to succeed. Simple yet profound, practical and full of examples, this book will become essential reading for business leaders in the coming years. About the Author Larry Hochman is one of the most popular keynote speakers in the world and a former European Business Speaker of the Year. He is a globally recognised expert on customer relationships, leadership and talent management. Before beginning his speaking career twelve years ago, Larry held a number of senior positions at British Airways and the loyalty management company Airmiles in both New York and London. He was also a pioneer of corporate mentoring in Europe and has been the personal mentor to many Chief Executives all over the world. Originally from America, Larry currently resides in both London and Venice.