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The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World by Reichheld. Fred (2011) Hardcover

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The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World Kindle Edition. Switch back and forth between reading the Kindle book and listening to the Audible narration. Add narration for a reduced price of £5.49 after you buy the Kindle book.

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The Ultimate Question 2.0 is full of practical and powerful

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insights that can help you build a great business that is grounded in customer loyalty. This should become a business classic. — John Donahoe, former CEO, eBay Net Promoter has helped us create an intense focus on doing what's right for our clients and for our people.

~~The Ultimate Question 2.0 – NPS Book | Bain & Company~~
The updated, 2.0 edition of The Ultimate Question, released in 2011, offers an update on how NPS users in those few years had turned it from a Score to a System, fundamentally altering the outlook for customer service and the ethos it had grown amongst their employees.

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~~The Ultimate Question 2.0 Revised and Expanded Edition ...~~

Fred ' s first book, The Ultimate Question, published in 2006, talked about a business environment that has become more social. Even as recently as 2006, the concept of measurement, management and their impact on philanthropy was not considered a key tool to business development – that ' s why The Ultimate Question 2.0 was published.

~~The Ultimate Question 2.0 Book Review | Management Consulted~~

Chapter Summaries: The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World. by

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Fred Reicheld with Rob Markey (Harvard Business Review Press 2011) Preface: The book shows a path to true business growth through sustainable ‘ good profits ’ derived from consistently delivering a customer experience worthy of loyalty. Whilst there are many paths to growth, none are as sustainable as consistently delighting your customers and reaping the rewards of enhanced ...

~~A Speed Summary of The Ultimate Question 2.0 | Bain & Company~~

The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World Hardcover – September 20, 2011 by Fred Reichheld (Author), Rob Markey (Contributor)

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The Ultimate Question 2.0 explains how Apple, Amex, Intuit,
Zappos and others are using a simple P&L accounting
approach to customer relationships (profit-generating
' promoters ' minus loss-making ' detractors ') to thrive

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in a customer-driven world by building ‘ good profits ’ through profitable relationships with loyal fans.

~~Speed Summary: The Ultimate Question 2.0 [Chapter Summary ...~~

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Review: The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-

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Driven World User Review - Scott - Goodreads. A single paper about a simple score stretch paper thin across close to 300 pages.

~~The Ultimate Question 2.0: How Net Promoter Companies ...~~

The Ultimate Question 2.0 is written in a manner that is both easy to read and understand, unlike books such as Hustle and The Impact Equation that are full of fancy buzzwords and fluffy concepts.. The authors placed an intense focus on just one concept, instead of trying to push across a bunch of highfalutin ideas at the same time like so many other business books.

~~The Ultimate Question 2.0 | Mindblogging Stuff~~

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"This year, Reichheld, who is a fellow at Bain & Company as well as the founder of its loyalty practice, and Rob Markey, head of the company's global strategy and marketing practice, published The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World, an updated and expanded version of The Ultimate Question. The original lit the spark for the Net Promoter fire in ...

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"This year, Reichheld, who is a fellow at Bain & Company as well as the founder of its loyalty practice, and Rob Markey, head of the company's global strategy and marketing practice, published The Ultimate Question 2.0: How Net

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Promoter Companies Thrive in a Customer-Driven World, an updated and expanded version of The Ultimate Question.

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