



# Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World

*Jill Griffin*

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## **Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World** Jill Griffin

Praise for Taming the Search-and-Switch Customer

"What an excellent wake-up call! Your company's most valuable asset—your loyal customers—have more tools than ever to compare you to competitors and switch. Griffin does an excellent job identifying the risks to customer loyalty in an environment of immediate and abundant information, and defines a path to earn loyalty through delivery of enhanced value in the eyes of your customers. A truly important premise to building and maintaining a successful business."?

—Gerald Evans, president, Hanes Brands Supply Chain and Asia Business Development

"In this dynamic treatise on customer retention, Jill Griffin, *The Loyalty Maker*, provides updated solutions to meet today's challenge of changing consumer shopping habits. A must-read for all retailers and wholesalers."

—Britt Jenkins, chairman of the board, Tandy Brand Accessories, Inc.

"Mandatory reading for anyone who manages customer loyalty. A truly thought-provoking read!"

—Timothy Keiningham, global chief strategy officer, executive vice president, IPSOS Loyalty

"Every company is in the service business now, whether they realize it or not. Jill's book is a great start on how to make your service experiences better than they are today."

—Robert Stephen, founder, The Geek Squad

"In today's Googlized marketplace, *Taming the Search-and-Switch Customer* is a must-read."

—Ken DeAngelis, general partner, Austin Ventures

"Griffin is pure loyalty genius!"

—Kelly Cook, vice president, Customer Engagement/CRM, Waste Management

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#### **Barbara Duty:**

In this time globalization it is important to someone to obtain information. The information will make someone to understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You can view that now, a lot of publisher that will print many kinds of book. Typically the book that recommended for your requirements is Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World this e-book consist a lot of the information of the condition of this world now. This particular book was represented how can the world has grown up. The language styles that writer use for explain it is easy to understand. The actual writer made some research when he makes this book. This is why this book suitable all of you.

#### **David Scott:**

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