



Build Your Customer Strategy: A Guide to Creating Profitable Customer Relationships

James G. Barnes

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"The customer relationships that a company is able to cultivate represent the most important asset that will never appear on its balance sheet."

-From Chapter 1 of Build Your Customer Strategy

Build Your Customer Strategy: A Guide to Creating Profitable Customer Relationships spells out how to create profitable and lasting customer relationships. It demystifies creating the great customer experience—something that everyone seems to be talking about these days—by showing you how to approach "experience" in ways your competitors haven't even thought of.

Praise for Build Your Customer Strategy: A Guide to Creating Profitable Customer Relationships

"Jim Barnes has written a down-to-earth, highly readable book that takes you through real examples with concrete ideas you can use today. Fact is, customers are the only source of revenue, and Jim will help your company build the strategy to grow the value of each customer to your firm, by making sure your firm becomes more valuable to each customer."

-Don Peppers and Martha Rogers, PhD coauthors, *The One to One Future* and *Return on Customer*

"Jim Barnes is in a class by himself as a guru who truly understands customer relationships from the customer's point of view. Read *Build Your Customer Strategy* when you're ready to move past slogans and technology-based CRM projects to create real customer equity and long-term profitability."

-Bob Thompson, CEO CustomerThink Corp., and founder, CRMGuru.com

"*Build Your Customer Strategy* is the book for leaders committed to creating genuine connections with clients. Jim goes beyond conventional thinking to help businesses understand, create, and implement a strategy that will result in the type of long-term loyal customers everyone wants—the ones who bring their family and friends."

-Anne Lockie, Executive Vice President, Sales Canadian Personal and Business Clients, RBC Royal Bank

"Excellent reading. Jim Barnes brings a refreshing perspective to customer service, loyalty and the importance of long-term, sustainable client relationships. Insightful and very educational."

-Stephen Foster, Senior Vice President, Operations Starwood Hotels & Resorts Worldwide, Inc.

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Laura Burke:

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