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# CUSTOMER LOYALTY PROGRAMMES AND CLUBS

**STEPHAN A. BUTSCHER**

# Customer Loyalty Programmes And Clubs Hardcover

**Craig Munro**



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*The British National Bibliography* Arthur James Wells, 2002. **Quill & Quire**, 1997. *Loyalty Programs* Philip Shelper, Stacey Lyons, Max Savransky, Scott Harrison, 2020-09-15. **The Ten Demandments** P. Kelly Mooney, 2003-08-14. To carry out a customer-centric strategy, every company needs a customer bible like *The Ten Demandments* to believe in and to execute against. Guy Kawasaki, CEO of Garage Technology Ventures, says *The Ten Demandments* presents an informed and interactive road map that takes readers directly to the hearts, minds, desires, and demands of the new customer, whether it is the end consumer or a business-to-business relationship. Customer experience guru Kelly Mooney scrutinizes the total customer experience with strategic insights, anecdotes, and action plans. **Paper Empires** Craig Munro, 2006. This book tells the inside story of Australian publishing over the past half century. **The Publishers Weekly**, 2007. **American Bookseller**, 1986. Catalog of Best-selling Teaching Materials Harvard Business School Publishing Corporation, 1999.

*The Power of Loyalty* Roger Brooks, 2010-06-01. Loyalty strategist Roger L. Brooks invites you to take part in the growing loyalty movement and shows you how to build a successful loyalty strategy following 10 essential steps. Brooks covers the best practices and proven techniques from more than 12 customer loyalty leaders, including Chase, JetBlue, Verizon, Subway, Starbucks, Nordstrom, Wegman's, T.G.I. Friday's, CVS pharmacy, Bank of Montreal, Saks Fifth Avenue, and Men's Warehouse. He provides a comprehensive 6-point initial launch plan plus strategy essentials, including employee and company introductions to loyalty. In addition, you'll learn how to incorporate loyalty initiatives into your marketing plans and budgets and identify

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