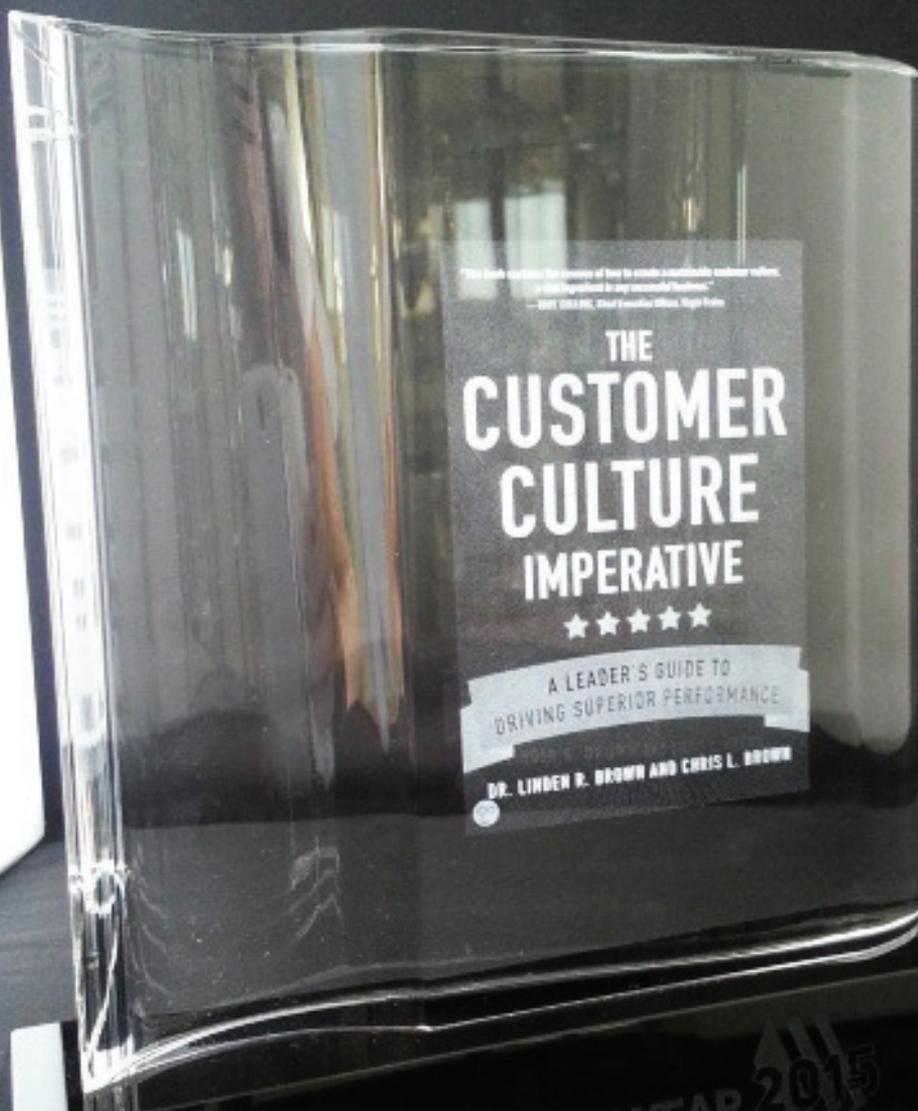


PRAISE FOR 'THE CUSTOMER CULTURE IMPERATIVE' - WINNER MARKETING BOOK OF THE YEAR 2015



MARKETING
BOOK OF THE YEAR 2015

Andrew Harvey

"The Customer Culture Imperative sets out all sorts of things that marketers know. Yet, too often we 'forget' what we know about customers – usually in the pursuit of some short-term goal. Despite the fact that this book – in many ways – says little that is new, it is a potent reminder of the power of learning to be truly customer centric."



Rebecca Fountain

"True customer centricity continues to be seriously lacking throughout continental Europe. The Customer Culture Imperative does an excellent job in reminding readers what it is to be truly customer-centric and focused on delivering excellent experiences."

Rick Dow

"I weighted Customer Culture high because I believe it will have a broad scope of relevance for marketers could have a more immediate impact on the success of organizations – and would validate the appropriate role of marketing in shaping organizational culture."



Jean Cornet

"Clearly and logically built, based on big-scale and long-term proprietary research, using many relevant and not-ubiquitous examples (Virgin Trains, Telstra, Australia Post, Starbucks, ...), this book is a very practical guide to any leader who wants his / her business to become truly customer-centric - that is, all business leaders. Each chapter ends by a practical summary and an inspirational "leader's guide"'"

A LEADER'S GUIDE TO DRIVING SUPERIOR PERFORMANCE

- ▶ McGraw-Hill Professional
- ▶ 208 pages
- ▶ February 2014

WHAT IS THE SINGLE MOST POWERFUL PREDICTOR OF SUSTAINED BUSINESS SUCCESS?

CUSTOMER-CENTRIC CULTURE

For the first time, this groundbreaking guide unlocks the secrets used by Amazon, Virgin, Apple, Starbucks and salesforce.com. It creates a guide for success based on 3 years of scientific study drawing insights from more than 100 businesses to identify seven key factors. When implemented together these factors have been proven to drive superior business performance. Customer Culture is as fundamental to business performance as breathing is to living. It is the life force of your business. This applies no matter what your industry sector.

And with the evidence-based methods in this book, you can replicate their success in your business!

Creating a customer-centric company takes more than making an investment in the customer service department and systems. It's about building a culture in which the customer is at the heart of all decisions made within every function and unit.

THE SEVEN DISCIPLINES OF A CUSTOMER CULTURE

The Customer Culture Imperative reveals the key disciplines of customer culture that consistently predict enhanced, sustainable business results. Each one is linked to a particular strategy and drives predictable and measurable improvements in one or more business performance factors—from innovation and customer satisfaction to growth in sales and profits to higher rates of new-product success.

It gives you the tools to:

- Inspire everyone in the company to embrace a customer-centric culture
- Unify efforts across units by creating a “common language” for change
- Collect and measure data from your efforts and benchmark your progress
- Make change long term so you leave a legacy of an enduring business

Linden R Brown is chairman and cofounder of MarketCulture Strategies Inc., a Silicon Valley company focused on measuring the level of customer-centric cultures of organizations and

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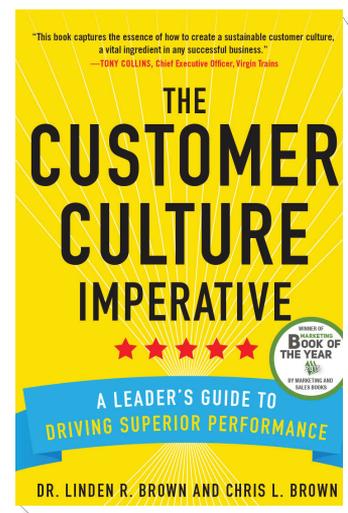
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the associated risks and opportunities. He co-authored the latest edition of the #1 selling Australian university textbook, Marketing, with Professor Philip Kotler.

Chris L Brown is the former marketing director for Hewlett-Packard for the South Pacific Region, including Australia. For the past 10 years he has consulted to the leadership teams of Fortune 500 companies including IBM, PwC, 3M, BlackRock and Chevron among many others. His specialty is helping leaders to create customer-centered organizations that win in competitive marketplaces.

His writing is featured on the Harvard Business Review Blog, The JournalStrategy and Leadership and B2B Magazine. He is a regular keynote presenter and workshop facilitator for the American Marketing Association and the Executive Next Practices Institute in Los Angeles. He is currently CEO of MarketCulture, a Silicon Valley-based management consulting firm.

Marc Van de Perre

"Customer experience and customer value are the cornerstones for a customer-focused organisation, but in practice they are the result of an organisation's ability to build and maintain a customer-centric culture. If there's only one book you'll ever read on this subject, I hope it will be The Customer Culture Imperative by Linden and Chris Brown. It offers you a unique framework to bring your organisation - large or small - to a professional level. A must read !"



Joeri Van den Bergh

"Although the idea of a customer-oriented organization and case studies like Zappos, Virgin, Starbucks etc are not new at all, this book is based on more than 200 studies, own fundamental empirical analysis & validation & 100 business cases: impressive sources & work. Other strong assets of the book: seven clear customer culture traits & link with drivers of business outcomes, four phase road map to make it happen and self-assessment tests."

Marisa Mc Carren

"This book is not only engaging and easy to read but it will truly inspire and challenge the creation of a strong customer-focused culture within the organization. Linden and Chris Brown have crafted a very savvy roadmap that companies that want to lead cannot ignore. A very valuable resource!"

