

The ten Demandments: Rules to Live by in The Age of The Demanding Customer

The Ten Demandments is a long-overdue shout from the mountaintops on behalf of the people who can make or break your company--your current and prospective customers. Learn what matters to them most through these ten straightforward directives for delivering a total customer experience that goes beyond the sum of its parts. A real-world roadmap for winning customers' hearts and earning and keeping their loyalty, it's the ultimate guide to satisfying today's newly demanding consumer.

Written by visionary marketing maverick Kelly Mooney, herself a frustrated and often-fuming consumer, this manifesto explains how you can:

- Put customers in charge and exceed their expectations at every turn
- Transform each touch point into a meaningful experience that builds loyal, profitable, and lasting relationships
- Use the Web to immerse customers in your brand
- Align your marketing and sales channels to present a unified face to customers wherever they are - in-store, online, on the phone
- Eliminate roadblocks by making it easier for customers to get what they want and need from you
- Reward customers with meaningful acknowledgments of how much you value their business
- Infuse your organization with consumer-centric thinking, from the boardroom to the mailroom

Much more than a standard marketing book, The Ten Demandments provides a lens through which you can view your organization and your brand, and honestly see what your customers see. Furthermore, it outlines actionable ways to give them the experience they want. With scores of examples from today's best-known brands--from Starbucks to Hershey's and The Limited, Inc. to Kinko's--the book reveals how successful companies are already listening to and satisfying their customers and establishing relationships that are designed to last.

