

The quest for loyalty: creating value through partnership

In his bestselling book, *The Loyalty Effect*, Fred Reichheld made the definitive case for the economic value of loyalty in business. Now he deepens and enriches that picture with a collection of 14 articles and interviews on the same subject from the *Harvard Business Review*. Here, some of the world's preeminent business leaders and thinkers present their original views on various key aspects of customer, employee, and investor loyalty and on the assumptions and strategies that underlie loyalty-based success.

This collection of articles and interviews from the "*Harvard Business Review*", should help business leaders understand, integrate and manage the various dimensions of loyalty in their companies. The book also features contributions from authors such as Hamel, Prahalad, Porter, Handy and Drucker. It demonstrates a need for understanding loyalty from customers, investors, employees and strategists.

