



## Finders Keepers: How the World s Most Powerful Customer Is Changing Everything

By Rob Schlyecheer, Schlyecheer Rob

Spring Advertising Ltd, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Why do some businesses fail while others thrive no matter what? It s all in the customer. This fast moving, real-world analysis of a ten-year world-wide research study reveals how one kind of customer is responsible for over 75 of discretionary spending today. Meet the customer who bought a Subaru at full price at the height of the recession while deeply discounted Chryslers gathered dust on bankrupted car lots. Get inside the mind of the burrito chain patron who enthusiastically supported a price increase while others left McDonald s for cheaper chicken nuggets. This book is where you will discover the Finders. The companies that do business with Finders are recession-proof, millennial-magnetic, growing fast and incredibly profitable. Then meet the more commonly pursued Keeper, the cost conscious consumer who only buys under ideal conditions. The lessons of Finders and Keepers will bring transformative change and unprecedented success to almost any organization.

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