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# CUSTOMER EXPERIENCE IS THE BRAND (PAPERBACK)



Alex Allwood

Michael Hanrahan Publishing, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Your customer is now in the driver s seat. They re super-connected, influential within their social networks and have high expectations that their brand interactions will be personalised, contextual and device relevant. Brands are facing a highly competitive and commoditised marketplace, where product and service innovation is short-lived and competitive offerings are quickly duplicated, leaving little or no differentiation between one brand and...

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- Authored by Alex Allwood
- Released at 2015



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