



Summary: Clued In - Lewis Carbone: How To Keep Customers Coming Back Again And Again

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Complete summary of Lewis Carbone's book: "Clued In: How to Keep Customers Coming Back Again and Again".

This summary of the ideas from Lewis Carbone's book "Clued In" shows how all business exist for two reasons: to make money and to win customers. In his book, Lewis Carbone explains that most industries have focused more on the money-making side in recent years, but the key is not to sell customers more products and services, but to provide them with a distinctive and well-engineered service. In this summary, the author explains how to look for opportunities to enhance your value proposition by developing internal systems to design, manage, deliver and leverage the total customer experience.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Clued In" and discover the key to making your current customers loyal forever.

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