

# Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Todays Consumer-Driven World

## By Pete Blackshaw

Tantor Media Inc. No binding. Book Condition: New. Audio CD. Dimensions: 6.8in. x 6.4in. x 1.0in.In todays Internet-driven world, customers have more power than ever. Through what interactive marketing expert Pete Blackshaw calls consumer-generated mediablogs, social networking pages, message boards, product review siteseven a single disgruntled customer can broadcast his complaints to an audience of millions. Blackshaw shows managers, marketers, and business leaders how to establish and maintain credibility for their brand by being authentic, listening and responding to customers, and forming relationships built on openness, transparency, and trust. Filled with stories based on his experience working with Fortune 500 brands such as Toyota, Dell, Nike, Sony, General Motors, Unilever, Nestl, Southwest Airlines, and Bank of America, Blackshaw offers a clear strategy for sustaining a competitive advantage by creating enduring, loyal relationships with todays consumer. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Audio CD.



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