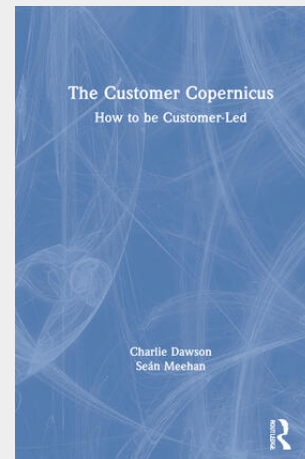


Dawson / Meehan

The Customer Copernicus

How to be Customer-Led

Some companies are great for customers – not only do they care but they change whole markets to work better for the customers they serve. Think of Amazon, easyJet and Sky. They make things easier and improve what really matters – obvious, surely? They have also enjoyed huge business success, growing and making plenty of money. The Customer Copernicus answers the question that follows – if it's obvious and attractive why is it so rare? And then it answers a second question, because Tesco, O2 and Wells Fargo were like this once. Why, having mastered it, would you ever stop? Because all three did, and two ended up in court. The Customer Copernicus explains how to become and how to stay customer-led. Essential reading for leaders and teams who want their organisations to stay competitive by developing a more purposeful and innovative culture.



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