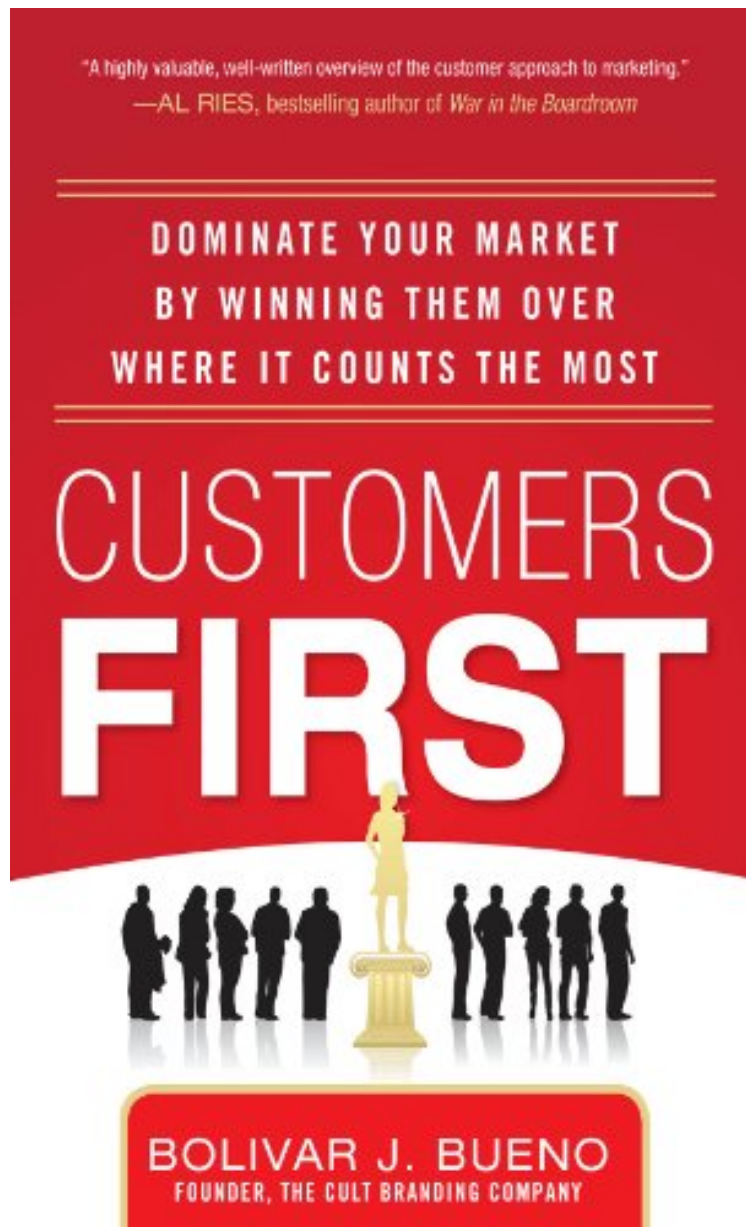


[Mobile ebook] Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most (Business Books)

Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most (Business Books)

Bolivar J. Bueno

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Bolivar J. Bueno : Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most (Business Books):

1 of 1 people found the following review helpful. Excellent Resource
By Danielle D. I am always looking to improve my business. Small business owners depend on their customers, "Customers First" is an excellent book that shows you how to put your customers first in all your marketing efforts. I greatly appreciate this guide that seems to share all the inside secrets of the big guys. I definitely feel like I have an advantage now and can't wait to put what I learned into play. I have read so much on marketing in the past, and really thought I knew it all. This book definitely took me to the next step and offered so much more insight into reaching your customers. A must read for all business owners.

2 of 2 people found the following review helpful. Excellent Metaphor for Modeling a Brand
By Todd Alexander "Customers First" provides a compelling argument for how consumers view brands through their emotional lens. Then, "Customers First" shows the importance of developing what it calls a "brand model" as a way to repeat the brand experience consistently over time and across all marketing channels. With the right brand model, average performers (brands) can turn themselves into exceptional performers by developing a brand model to address their customer's emotional needs and then executing it flawlessly. This consumer-centric view pays off the book's title; "Customers First." Great read! Makes tons of sense.

1 of 1 people found the following review helpful. Great go to book for any business!
By Mika I just finished reading "Customer's First" by B.J. Bueno and love it! I feel like I have been going in the wrong direction completely with my business! I know customer care is number one but how to go about creating that customer care has been rather dicey. With this informative book I have been able to see where I was falling short with customers and ways to change for the positive. I can't tell you how many books I've read that either explained why my business wasn't taking off or gave me examples of how to make it successful but not both and not in a logical manner like this book. It all boils down to one practice: Marketing, marketing, marketing. This is exactly where most businesses fail. With social media changing so quickly it's hard to tell what route will bring you the most success. In "Customer's First" the author gives you amazing resources for branding and reaching the most potential clients. We all get discouraged thinking we can't compete with the big brands, but that's even addressed in the book. Your product could be much more fashionable/affordable/better quality than say Ugg boots but how do you compete with such a well-know brand. The author gives you insight to all you need to know to stand up to the 'big dogs' and get your business in full swing. I have bookmarked so many pages and highlighted so many passages to return to, this is the most resourceful book I have ever come across! I recommend "Customer's First" to anyone who is starting a new business or is at a plateau with sales. The author B.J. Bueno has a vast knowledge for what makes/breaks companies and with his examples and statistics it makes perfect sense. I can't wait to implement the techniques I've learned from reading this book. I never thought I would gain so much from 200 pages! No matter if you're just starting out or have been in business for a while with little or no sales this is not just another 'strategic' book on how to gain customers but one on how to profit more than you ever dreamed!

“B.J. Bueno and his team at The Cult Branding Company respect and understand what so many strategists miss: before we can be experts on product, sales, or the market, we must first be experts on human nature. They have a proven track record of building healthy, sustainable businesses for some of the best brands in the world—using the very process outlined in this book.”

—BERT JACOBS, chief executive, The Life is good Company

“B.J. Bueno yet again deftly captures the essence of what is required to build and sustain a great brand. If you want to attract and retain highly profitable brand lovers, rather than stalk new customers, then carefully read this book. B.J. wisely outlines why this is vital and importantly, how to actually do it in today's marketplace!”

—DARRYL COBBIN, president, Brand Positioning Doctors, and former VP of Marketing, 20th Century Fox

“Customers First tells the truth. I got a shiver up my back reading this book: What if my competitors read this and follow B.J.'s advice? I don't care what size business you run, you could and should do exactly as this book instructs. As I was reading, I kept thinking of ways to get my customers to tell me how to be better.”

—DAVID RATNER, owner, Davers Soda and Pet City

“THE SCIENCE OF MARKET DOMINATION”

Brand Lovers are the best of your best customers. They power Harley-Davidson to the top of the enthusiast motorcycle market; they're the core of Apple's dominant position in portable devices; and they're the reason why no other premium grocery chain can take a bite out of Whole Foods' market share. Customers First, by top branding strategist B.J. Bueno, shows how your business will achieve this level of extreme customer loyalty through Brand Modeling, the objective and scientific analysis of your organization's performance across a wide range of situations. An accurate Brand Model will arm you with hard data to pinpoint and engage your brand's most passionate customers—and give you an action plan for inspiring and empowering these Brand Lovers to be your most effective evangelists. Much more than a summary of who you are and what you do, a Brand Model maps your business's DNA to help you build an unbeatable competitive advantage. Through examples of real-world success stories—among them, IKEA, Nike, Coca-Cola, apparel upstart The Life is good Company, Starbucks, and Southwest Airlines—and a detailed sample case study that shows effective Brand Modeling practices in action, Customers First delivers strategic insights and proven techniques for you to:

- Differentiate your products in ways that are meaningful to your best customers
- Drive growth by creating brand extensions that are a natural fit with your existing products
- Significantly improve marketing ROI by avoiding

customers not interested in your brand Visually and verbally communicate brand values that resonate with your best customers Brand Modeling evolves the current state of marketing to a new level of sophistication. In Customers First, B.J. Bueno shows how to use this critical tool to eliminate guesswork from your marketing efforts and focus more clearly on understanding (and pleasing) your most valuable ally in the battle for market dominance: The Brand Lover. B.J.