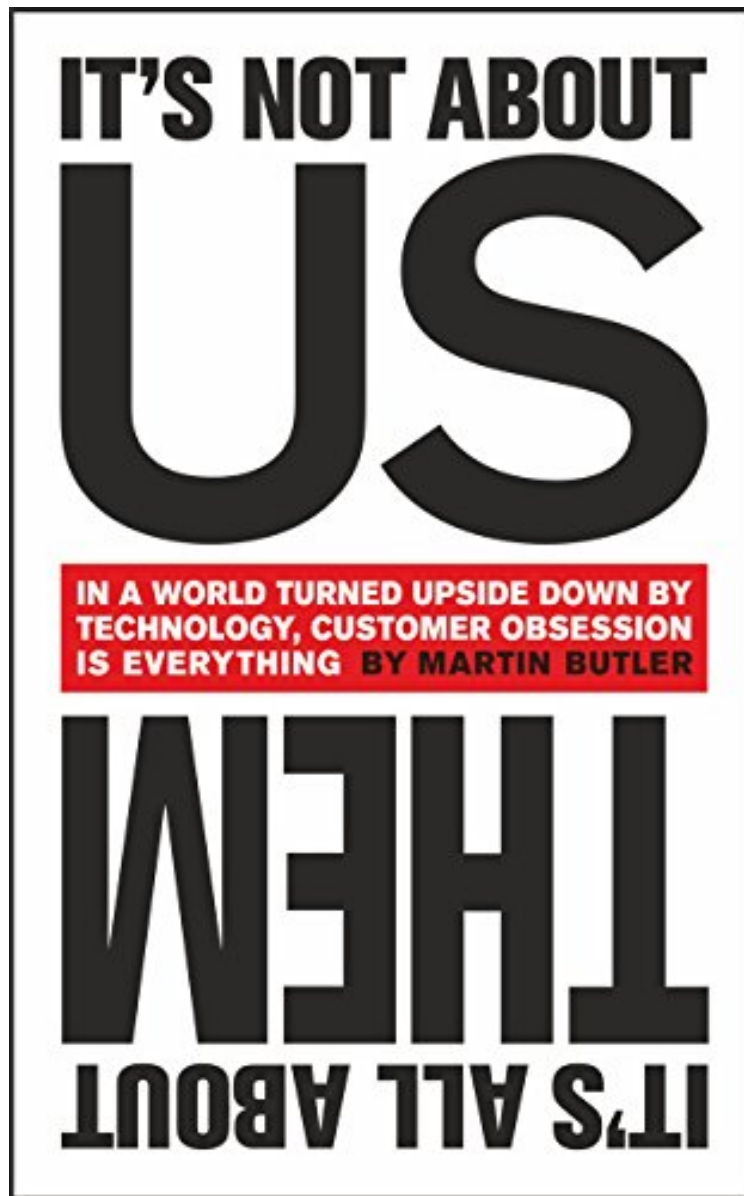


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It's Not About Us - It's All About Them

Martin Butler

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Martin Butler knows what it takes to succeed when it comes to the modern customer. As an entrepreneur, a marketer,

and more recently author, lecturer and high-end retail consultant, he has worked with many leading names. In this book he distils the essence of a lifetime's work into 50 Steps for true customer excellence. Packed with examples, anecdotes, and quotes from top retailers and businesses around the world, the book will entertain as it will instruct. Butler's knowledge and expertise in this area is well-known. At the end for him, it boils down to one guiding principle: 'It's Not About Us, It's All About Them! Commerce is going through a period of rapid and fundamental change. To thrive, organisations must find an emotional edge. They must look to be chosen. They must be customer-obsessed. Above all, they must care... This book will show them how.