

Customer Loyalty: How To Earn It, How To Keep It By Jill Griffin

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7 customer loyalty programs that actually add value

@Alison; very good question. Actually, there aren't a lot of B2B loyalty programs, and it's very difficult to determine their success on top of that.

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Customer loyalty: how to earn it, how to keep it

Customer loyalty: how to earn it, how to keep it. Lexington Books, 1995. (Dist. by Macmillan) 242p bibl indexes ISBN 002912977X, \$22.95 Griffin, Jill (author)

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Four types of loyalty driving retention

In her book Customer Loyalty: How to Earn It, How to Keep It, He was displaying premium loyalty. Jill Griffin. Customer Loyalty: How to Earn It, How to Keep It.

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Source: Jill Griffin s Customer Loyalty: How To Earn It, How To Keep It . Harvard Management Update Five Questions about Customer Loyalty With Jill Griffin.

4 ways to gain customer loyalty - entrepreneur

4 Ways to Gain Customer Loyalty. Fix problems fast and bend over backwards to make things right. Customers can do you a huge favor when they offer valid,

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View Jill Griffin's professional As a customer loyalty advisor, Jill consults with who are already working to recapture lost customers and keep them

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Feb 16, 2014 Jill Griffin is an internationally recognized expert on customer loyalty. In her groundbreaking book, Customer Loyalty: How to Earn It, How to Keep It, she

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The art of customer loyalty - how to build a

Chapter 1 Why Customer Loyalty Matters for Today's Businesses On average, loyal customers are worth up to 10 times as much as their first purchase.

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Jill griffin : marketingprofs author

Jill Griffin: Jill Griffin (jill@ She is author of Customer Loyalty She is author of Customer Loyalty: How to Earn It, How to Keep It and co-author

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10 Tips intended to make an impact on building customer loyalty. Desk.com Blog Learn customer support strategies from our customers, partners, and expert bloggers.

Twelve laws of loyalty (the wise marketer)

In the fully revised second edition of her internationally-published book, 'Customer Loyalty: How to earn it, how to keep it', Jill Griffin lays out these twelve

Customer loyalty: how to earn it, how to keep it

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Customer Loyalty: How to Earn It, How to Keep It. Author: Jill Griffin Bass: 2002 . Preface; Customer Loyalty: The Way to Many Happy Returns; A Closer Look at Loyalty

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Customer Loyalty How to Earn It, How to Keep It by Jill. Griffin ISBN: 9780787908607 / 0787908606 Paperback; San Francisco: Jossey-Bass, June 1997;

Twelve laws of loyalty - customer focus

Twelve Laws of Loyalty Extracted from Jill Griffin s book: Customer Loyalty: How To Earn It, How To Keep It

How to earn customer loyalty - businessweek.com

Question: I get a lot of customers who come into my business once but never return. Do you have any tips on building customer loyalty? Answer: Loyalty really comes

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Customer Loyalty: How to Earn It, How to Keep It. Additional Praise for Customer Loyalty Griffin deftly examines pricing, Jill Griffin | The Loyalty Maker,

Customer winback: how to recapture lost customers

JILL GRIFFIN is president of The Griffin Group, an Austin, Texas, firm providing customer and staff loyalty research, keynote speaking, and loyalty and win-back

Q&a with jill griffin: companies can generate

Jill Griffin is author of the internationally published business bestseller Customer Loyalty: How to Earn It, How to Keep It, a Harvard Business School

Building customer loyalty the hard (and only) way

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What Jill Griffin Talks about: Customer Loyalty: How to Earn It, How to Keep It Based on the how-to principles captured in Jill's Harvard Working Knowledge book by