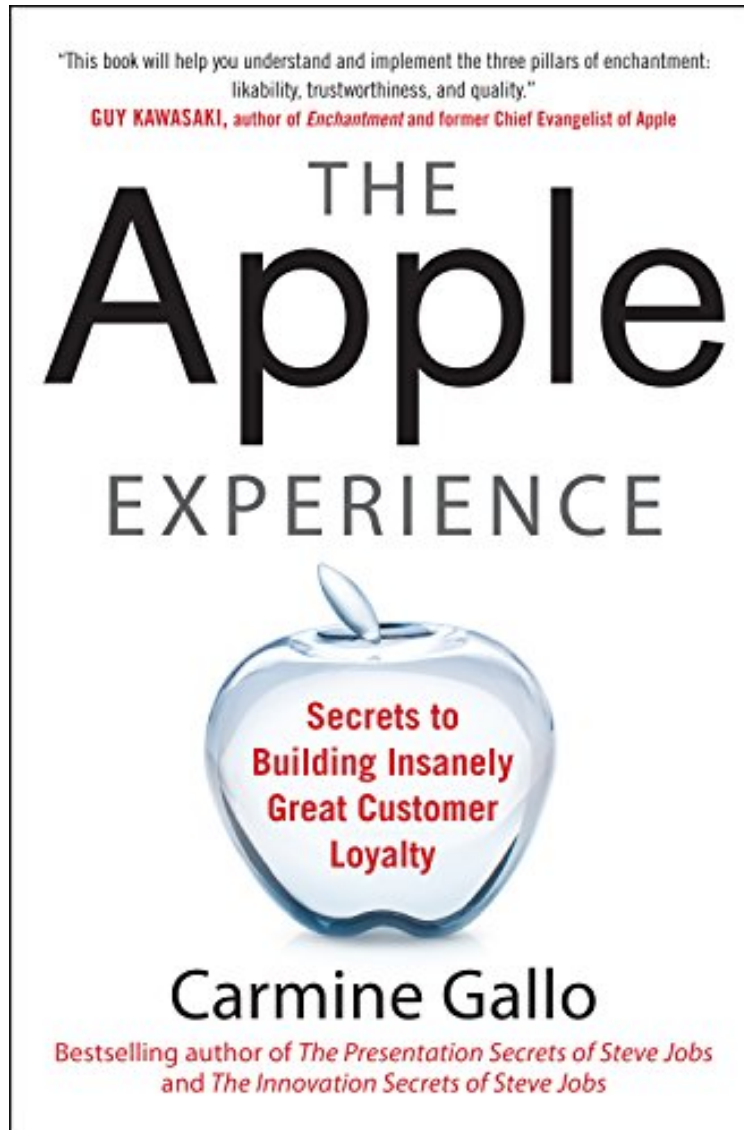


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The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books)

Carmine Gallo

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written the same book in one third of the pages, because most of the observations and information are repeated again and again and the writer is a very boring writer. He can put you to sleep many times during the process of reading the book. I had to force myself to finish it. He writes like a teenager fascinated by his idol and the company he founded, but he fails to go deeper in the mind of Steve/Apple. Possibly because he never had a close relationship with Steve J. and he is only getting information from third parties and again his observations are very flat superficial. You will be able to find this kind of information and so much more in other better business books. Save your money and get a book written by the person doing and implementing the creative thinking (owner, entrepreneur, etc etc) 0 of 0 people found the following review helpful. Take your business to the next level. By tim nyberg This is one of the best books I've read, full of great ideas that could be applied to any business. I would recommend this to any business owners or managers that want to take things to the next level. 0 of 0 people found the following review helpful. Elevate your business to WOW! By Knight1649 I purchased the book to see if I could take some of the ideas that Apple uses to train their employees and give their customers the perfect experience. I restructured a lot of my business based on the information I received from this book. I highly recommend it for any corporate executive, business owner, and it works really well when I consult with non profits organizations too.

Praise for THE APPLE EXPERIENCE "There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience." --Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!" --Garr Reynolds, author of Presentation Zen and The Naked Presenter "At its core, this book is not about Apple. It's about delivering the best experience possible." --Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "An exciting resource for any business owner in any country who wants to reimagine the customer experience." --Loic Le Meur, CEO, LeWeb "Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business." --Matthew E. May, author of In Pursuit of Elegance and The Laws of Subtraction "Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today." --Peter Steinlauf, Chairman, Edmunds.com "This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software." --Dan Roam, author of The Back of the Napkin and Blah Blah Blah Reinvent your business to deliver Apple-like customer satisfaction and profits In The Apple Experience, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service. Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus: Inspire Your Internal Customer with training, support, and communications that create a "feedback loop"; for improving performance at every level Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- Approach, Probe, Present, Listen, End with a fond farewell Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products With The Apple Experience, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience.-

About the Author Carmine Gallo is the communications coach for the world's most admired global brands. A former anchor and correspondent for CNN and CBS, Gallo is a popular keynote speaker and has worked with executives at Intel, Cisco, Chevron, Hewlett-Packard, Coca-Cola, Pfizer, and many others. Gallo writes "My Communications Coach," a regular column for Forbes.com. He has written several internationally bestselling and award-winning books, including The Innovation Secrets of Steve Jobs, The Presentation Secrets of Steve Jobs, and The Power of foursquare. Gallo has been featured in the Wall Street Journal, the New York Times, Success magazine and on CNBC. Learn more about him at www.carminegallos.com.