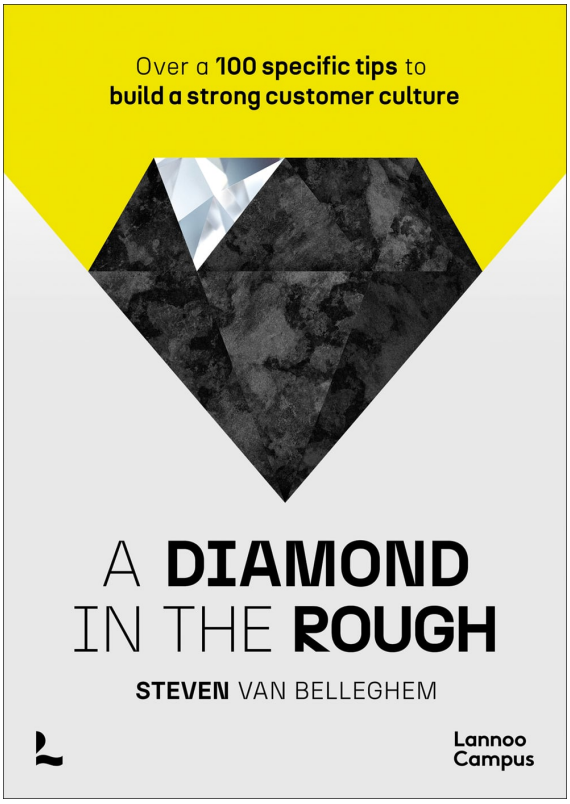
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A diamond in the rough

Over a 100 specific tips to build a strong customer culture

Steven Van Belleghem

ISBN	9789401495462
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Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
Size	240 mm x 170 mm
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Price	£30.00

- This is not a book based on science, but a book based on 20 years of experience, gained at small and large companies in terms of customer orientation
- This book does not contain large, complex strategies, but it gives specific tips that any type of company can use immediately

"… Van Belleghem always delivers. Most companies want to create a customer-centric culture, but many struggle, even though they are capable of doing so. This is what the author refers to as A Diamond in the Rough. In addition to clearly articulated concepts, there are more than 100 tips and examples to help you build a culture that gets and keeps customers." — **Forbes**

This book shows you how to build a customer-oriented corporate culture. Turn your rough diamond into a beautiful shiny jewel. Many companies have the intention to be customer-oriented, but only a few succeed in making the customer really happy. The key to success is building a customer-centric culture: a culture where both leaders and employees of an organisation are aware of their role towards the customer at all times. In this book you will learn in very concrete steps and clear tips on how you can develop a customer-oriented corporate culture. Success or failure is often in details and in having the right attitude.

Steven Van Belleghem is an international keynote speaker. He is a part-time marketing professor at Vlerick Business School and a guest speaker at London Business School. Steven is also an entrepreneur: he is a partner of inspiration company Nexxworks and co-founder of content creation agency Snackbytes. He is a director at Plan International Belgium.

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