



## A diamond in the rough

Over a 100 specific tips to build a strong customer culture

Steven Van Belleghem

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- 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

**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.