



# **A diamond in the rough**

**Over a 100 specific tips to build a strong customer culture**

**Steven Van Belleghem**

<b>ISBN</b>	9789401495462
<b>Publisher</b>	Lannoo Publishers
<b>Binding</b>	Paperback / softback
<b>Territory</b>	USA & Canada
<b>Size</b>	6.69 in x 9.45 in
<b>Pages</b>	276 Pages
<b>Illustrations</b>	40 color
<b>Price</b>	\$40.00

- 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

**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.