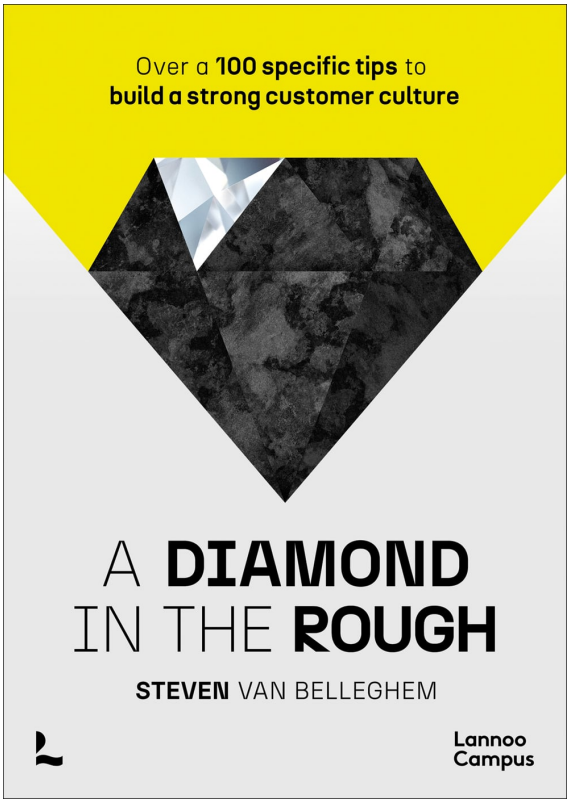
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A diamond in the rough

Over a 100 specific tips to build a strong customer culture

Steven Van Belleghem

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

Published 14th Nov 2023