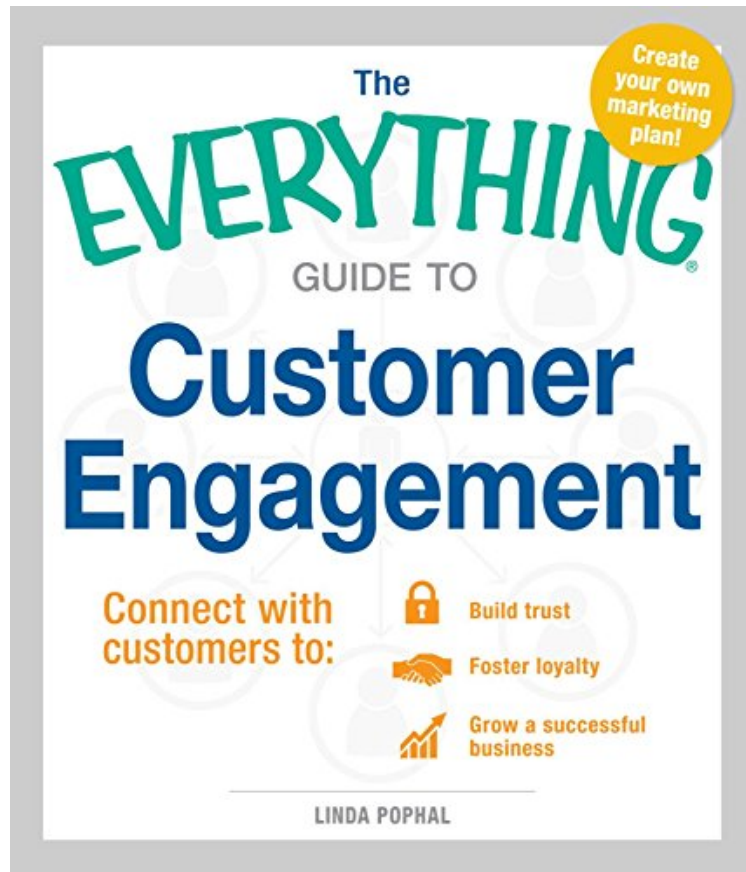


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## The Everything Guide to Customer Engagement: Connect with Customers to Build Trust, Foster Loyalty, and Grow a Successful Business (Everythingreg;)

Linda Pophal

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0 of 0 people found the following review helpful. Not much take-awaysBy Arthur TsaoGood structure at a glance but too many repeating 101 concepts. Also it is overly communication oriented that lack of practical elements.

Expert advice and strategies for winning--and keeping--customers!Apple, L.L. Bean, Zappos.com, Nordstrom, Lego, Southwest Airlines. All of these extraordinarily successful businesses have one thing in common: They have famously loyal customers. These companies understand that customer engagement is just as important as quality products and

services when it comes to customer loyalty and retention. With *The Everything Guide to Customer Engagement*, you can learn the highly successful strategies that have been working for business all over the world. Inside, you'll find essential information on how you can better:

- Reach customers in person and online
- Create a community
- Build your social media presence
- Bring in new business
- Grow your reputation

It doesn't matter if your business is large, medium, or small. With this guide, you'll learn the tips and techniques to make your customers and their priorities your number one focus, now and in the future.

**About the Author** Linda Pophal is a communication consultant and business writer, specializing in marketing, brand management, and strategic planning. She has worked for more than twenty-five years to develop and implement plans to identify, engage, and retain customers in both large and small organizations, including the Mayo Clinic Health System, Xcel Energy, and the University of Wisconsin. Pophal is a lecturer at the University of Wisconsin-Eau Claire, where she teaches courses in advertising, public relations, and marketing. She has written numerous articles on the use of social media and other communication tools to effectively engage with consumer and B2B audiences for a variety of trade and professional publications, including *EContent*, *Information Today*, and *Advantages*. She lives in Chippewa Falls, WI.