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The Ten Demandments

P. Kelly Mooney

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From the mouths of customers: what they want, how they want it, and what they'll do if they don't get it

There's no way around it. Executives, managers, and strategic thinkers around the globe are grappling with how to transform their organizations from product or service orientation to being customer driven. *The 10 Demandments* presents an informed and interactive road map that takes readers directly to the hearts, minds, desires, and demands of the new customer, whether it is the end consumer or a business-to-business relationship. In this customer-centric manifesto, customer experience guru Kelly Mooney scrutinizes the total customer experience. "Earn My Trust" . . . "Put Me in Charge" . . . "Inspire Me" . . . Each resulting demandment is a call to action from customersa call that is answered by the book's strategic insights, anecdotes, and action plans.

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