

Simply Better: Winning And Keeping Customers By Delivering What Matters Most By Patrick Barwise, Sean Meehan



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He is co-author of Simply Better: Winning and Keeping Customers by Delivering What Matters Most (Harvard Business School Press, 2005) was named

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Abstract. This article draws upon the research and consulting carried out by the authors over the past two decades, to produce a straightforward

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Simply better: winning and keeping customers by delivering what

In their relentless quest for differentiation, many companies have neglected the very activities that matter most to customers. This refreshingly straightforward

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Patrick Barwise (born June 1946) is emeritus professor of management and marketing at Most of Barwise's research at LBS comprises applied empirical studies, Simply better : winning and keeping customers by delivering what matters

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However, despite this lack of perceived differentiation, customers Simply Better: Winning and keeping customers by delivering what matters most. Harvard

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Winning and Keeping Customers by Delivering what Matters Most Patrick *Simply Better* is a no-nonsense, back-to- basics manifesto for today's businesses.

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