



Emotional Value: Creating Strong Bonds with Your Customers

Janelle Barlow, Dianna Maul

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Today's consumers demand not only services and products that are of the highest quality, but also positive, memorable experiences. This essential guide shows how organizations can leapfrog their competitors by learning how to add emotional value -the economic value of customers' feelings when they positively experience products and services -to their customers' experiences.

Janelle Barlow and Dianna Maul, with more than forty years combined experience in the service industry, detail five practices for adding emotional value to customer and staff experiences.

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