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It's All About Experiences!

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READING THIS BOOK...

You can read this book from two perspectives:

- To obtain a solid overview of the benefits, concepts, processes, and tools that create and deliver Totally Awesome Customer Experiences.
- As a daily reference guide on how to do it and how to implement it.

After you read the Awesome Customer Challenge, Chapters 1 and 2, our advice is to scan each subsequent chapter to see which sections best apply to your reading purpose. You can always come back and read for additional how-to detail.