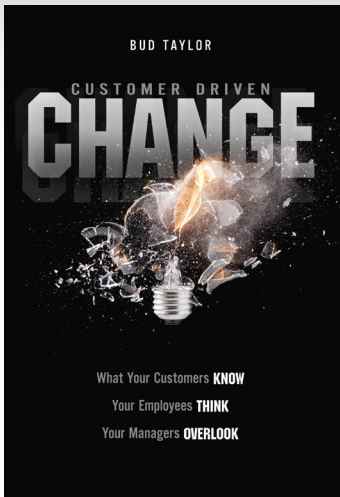




**For Immediate Release**

# LET CUSTOMERS DRIVE CHANGE in Today's Tumultuous Corporate Climate

Change is inevitable in the corporate world. The choice is ours: will we engage or will we resist? How do we move people out of their comfort zone to engage in a future that is less certain? We use customers to drive change, that's how.



Bud Taylor, author of *Customer-Driven Change* (Brown Books 2009), advocates that change is meant to be fun, not frightening. He believes that when companies know why their customers are loyal, they will know what to do to keep their organizations relevant and healthy. When change occurs from the outside-in, two wonderful things happen: managers become committed to the change and employees engage in it.

Having developed the principles of customer-driven change with marquee clients around the world like Microsoft Europe, Whirlpool Corporation, Cardinal Health, Sony Electronics, Canadian Pacific, and the National Commercial Bank of Saudi Arabia, Taylor uses his expertise to emphasize the importance of customer-driven change in today's tumultuous business environment.

“We’re coming out of a recession that has been largely caused by short-term profits. We lost sight of why we’re in business, and that’s to serve customers,” says the author. “Business has to rebuild public confidence, and the fastest way to do that is to transform with customers as the number one goal.”

*Customer-Driven Change* is full of practical tips—from uncovering what needs to change in an organization to providing tools to facilitate the transformation. Taylor offers advice on how to passionately create loyal customers for life through firm relationships and improved customer experiences.

An accomplished speaker and change consultant, Taylor started his career in Canada before moving to Dallas, Texas where he’s held leadership roles in change management with several global firms, including Watson Wyatt, Synovate Loyalty, and Deloitte.

*Customer-Driven Change* is available online and at bookstores everywhere. For more information visit [www.CustomerDrivenChange.com](http://www.CustomerDrivenChange.com).

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