

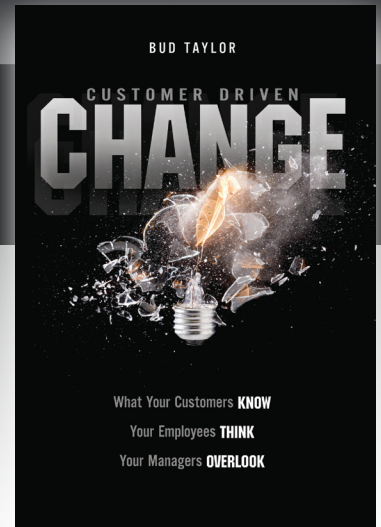


WHAT PEOPLE ARE SAYING

“Bud understands change theories, but this is not a book about theory. This book tells you how to get to know your customers and then gives you a full toolbox to show you how to translate this knowledge into actions that cause change.”

-WALTER PUSCHNER

Vice President, World Wide Information Technology, Microsoft Corporation



“... road map of how we brought the customer to the table at Whirlpool ...”

-DONNA SAMULOWITZ

Former Chief Loyalty Officer, Whirlpool Corporation

“... lessons for Human Resource Managers to lead organization transformation.”

-ROBB WEBB

Chief Human Resources Officer, Global Hyatt Corporation

“... new insights into the numbers game of measuring customer loyalty.”

-DAN WIERSMA

Senior VP Service Platform, Sony Electronics US

“... global principles for involving customers in organization change.”

-MARK GRIEVES

Senior VP Customer Relations, Oversea-Chinese Banking Corporation

“... the complete change picture, from strategy to tactics.”

-CHRIS WELLBORN

Chief Operating Officer, Mohawk Industries



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