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in how a
business thinks
about its
customers, its
people, and its
technology, to
ensure it can
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equip businesses
with the tools
they need to
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powerful and
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customer base.

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customer
apocalypse.

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Trefler

offers a warning

to companies

that are failing

to see the

coming customerp

ocalypse, and

practical advice

and examples to

those that are

grappling with

how to survive

in a radically

new customer

engagement

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paradigm. It Alan

Trefler concludes that given the viral speed with which customer

behaviors are changing,

organizations need ways to

predict customer desires, adapt

in the moment to new changes, and

be so reciprocal

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and contextually
aware that both
customers and
staff will trust
them ...

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outlines exactly
what can—and
must—be done to
ensure
sustainable
success in the
new digital era:

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Change to the Alan

Trefler
new generation
of consumers,

and understand
their

preferences and
demands; Stop

obsessing about
mountains of

data, and

instead apply

business-driven
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