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PUBLICATION DATE: DECEMBER 4, 2007

THE SATISFIED CUSTOMER:
WINNERS AND LOSERS IN THE BATTLE
FOR BUYER PREFERENCE
BY CLAES FORNELL

“First rate! An engaging and practical book full of useful concepts and tools by one of the foremost experts on consumer satisfaction. **Be a winner in the battle for customers and read this book!**”

—Bernd Schmitt, author of
Customer Experience Management and Big Think Strategy

In today’s world of cut-throat global competition, customer satisfaction is the key to financial success. A newly empowered consumer has emerged from the Internet revolution, armed with more information and more purchase alternatives than ever before. If a company does not meet the demands of its customers, they will be abandoned with a click of a mouse. . .

In the age of technology, companies big and small have faced the evolved importance of satisfied customers first-hand. Yet, many companies view customer satisfaction as a commodity that isn’t only difficult to measure and maintain, but also less crucial than more tangible assets. **Claes Fornell**, the world’s leading authority on Customer Satisfaction Measurement, and founder of the ACSI, redefines customer service for the twenty-first century with the precise and accessible guide **THE SATISFIED CUSTOMER: *Winners and Losers in the Battle for Buyer Preference*** (Palgrave Hardcover; December 2007).

Claes Fornell draws from an extensive survey of American consumers and includes examples from companies like AT&T, Microsoft, and UPS. It provides a crucial blueprint for managers at any level, teaches firms how to quantify and increase the value of customer relationships, and is an engaging, accessible read:

WHAT'S GOOD, WHAT'S BAD?

At the heart of the matter is the relationship between customer satisfaction and worker productivity and between quality and productivity. How to best balance the two?

THE SCIENCE OF CUSTOMER SATISFACTION

I was asked by The Harvard Business Review to write a short piece entitled "The Science of Satisfaction." Actually, it didn't deal that much with science, but made the point that efforts to improve customer satisfaction were typically recorded as costs before the benefits of the efforts were realized. As a result, many companies overstated earnings. . .

THE HOLY GRAIL?

Had we found the Holy Grail of business here? Low risk and high return? For investors, maybe. For managers, there is another piece of uncertainty—the skill with which customer satisfaction improvements are implemented.

THE SATISFIED CUSTOMER is the definitive guide for any company seeking not only maximum customer satisfaction, but maximum profit as a result. Fornell's clarion call to managers worldwide is a must-read for understanding the value of customer satisfaction in modern business practice.

Claes Fornell developed the American Customer Satisfaction Index. The founder and chairman of CFI Group, an international consulting firm with offices in ten countries, he is the Donald C. Cook Professor of Business at the Stephen M. Ross School of Business and the Director of the National Quality Research Center, both at the University of Michigan. He lives in Ann Arbor, Michigan.

<p style="text-align: center;">THE SATISFIED CUSTOMER WINNERS AND LOSERS IN THE BATTLE FOR BUYER PREFERENCE By Claes Fornell Palgrave Macmillan; December 4, 2007; \$27.95; Hardcover; ISBN-10: 1-4039-8197-3; ISBN-13: 978-1-4039-8197-4</p>
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