



Reach: Cultivate Customer Loyalty and Reap Intel

Ellen Wunder

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Customers are at the core of every aspect of business. This simple fact makes it crucial to cultivate customer loyalty. Even for the best companies, identifying the disconnect between attempts to be great in the eyes of customers and how customers actually respond is not always an easy task. That's where Ellen Wunder steps in.

Ellen has Reached thousands of her clients' B2B customers, helping them to differentiate their businesses in a way that the electronic world can never match. In *Reach: Cultivate Customer Loyalty and Reap Intel*, Ellen reveals insights into her time-tested system by uncovering the five common Loyalty Leaks™ that weaken or destroy customer relationships. Readers learn techniques to keep customers informed about valuable products, programs, and services while creating authentic connections in an impersonal world.

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