

Customer is King (Virgin Business Guides)

Robert Craven



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Looking for a way to make your business stand out from the crowd? In a world where, increasingly, profit is king, Customer is King is about putting the emphasis back on the customer. Through key questions, case studies, checklists, worksheets and frequently asked questions. Robert Craven shows you how to look at your business through your customers' eyes, understand what they really want and, ultimately, get them to buy from you. A practical, hands-on, thought-provoking book for anyone running or growing a business, or for professional marketers who have found that their methods don't work any more.

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