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Bain & Company as well as the founder of its loyalty practice,
and Rob Markey, head of the company's global strategy and
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In the first edition of this landmark book, business loyalty guru Fred Reichheld revealed the question most critical to your company's future: "Would you recommend us to a friend?" By asking customers this question, you identify detractors, who sully your firm's reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a vital metric: your Net Promoter Score. Since the book was first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated and expanded edition, Reichheld, with Bain colleague Rob

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Markey, explains how practitioners have built Net Customer into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld:

- Defines the fundamental concept of Net Promoter, explaining its connection to your company's growth and sustained success
- Presents the closed-loop feedback process and demonstrates its power to energize employees and delight customers
- Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business

Practical and insightful, The Ultimate Question 2.0 provides a blueprint for long-term growth and success.

One Simple Question Can Determine Your Company's

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Future. Do You Know the Answer? The Ultimate Question
offers hands-on guidance on how to: Distinguish good profits
from bad. Measure NPS and benchmark performance against
world-class standards. Quantify the economic value
generated by customer word of mouth. Assign accountability
for improving customer relationships. Identify core customers
and set priorities for strategic investments. Move customers
beyond mere satisfaction to true loyalty. Create communities
of passionate advocates that stimulate innovation and growth.
Practical and compelling, The Ultimate Question will help you
solve your organization's growth dilemma.

Fred Reichheld's 2006 book The Ultimate Question, that
question being, "How likely is it that you would recommend

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this company to a friend or colleague?"-challenged the conventional wisdom of customer satisfaction programs. It coined the terms 'bad profits' and 'good profits' and pointed to a faster, much more accurate way of gauging customers' real loyalty to a company, introducing a quantitative measure (the Net Promoter Score) for establishing a baseline and effectively tracking changes going forward. Richard Owen and Laura Brooks are co-developers, along with Reichheld, of the methodology behind answering the question. In this book, Owen and Brooks tell how based on a variety of real case studies' to actually embed Net Promoter discipline in organizations of all types.

There is a whole lot more to these adorable tuxedo adorned

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birds than meets the eye. Penguins are remarkable creatures with fascinating behaviors. SMITHSONIAN Q & A: PENGUINS refutes common myths and reveals often-unknown facts as it answers hundreds of unusual and fascinating questions about the complex courting, breeding, and eating habits of penguins. Why can't penguins fly? Do penguins make nests like other birds? Why do penguins fast annually? Do mates remain faithful for just one season, or for a lifetime? Hundreds of full-color photographs and illustrations enhance and illustrate the text. Published in association with the Smithsonian.

ALISTER MCGRATH is a scholar in the interaction of theology and the sciences and currently holds the post of

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Andreas Idreos Professor of Science and Religion at Oxford
University, the world's most prestigious academic position
dedicated to the exploration of the relation of science and
faith. McGrath is author of many books on theology and
religion, including The Dawkins Delusion?: Atheist
Fundamentalism and the Denial of the Divine. He lives in
Oxford, UK.

"Cases argued and determined in the Court of Appeals,
Supreme and lower courts of record of New York State, with

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key number annotations." (varies)
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This reader-friendly yet robust introduction to the Christian faith explores the essentials of Christianity and the impact they have on life, worldview, and witness. Written in an accessible and engaging voice for college-age readers, the book connects the biblical plotline, the Apostles' Creed, the comparative distinctiveness of Christianity, and life's big questions. The author shows how the Christian metanarrative speaks to questions about purpose, worth, ethics, personhood, and more, and helps readers understand what it means to be a Christian in a post-Christian world.

This is a revision guide for GCSE Religious Studies AQA B,

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option 2B. The checklists at the end of the chapter highlight
areas that need more revision, as well as helping students
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