



Chain Reactions: How to Create Massive Customer Loyalty and Profits Using Customer Experience Management

John Weisenberger

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All businesses sell just one thing: Reactions. The reactions you create are your product. And as soon as you begin to see your business as a chain reaction making machine, you'll begin to think about your business and its operations differently. In Chain Reactions, John Weisenberger shows small business owners and entrepreneurs how to think differently about the reactions they create and how to use Customer Experience Management to create massive customer loyalty and profits for life.

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