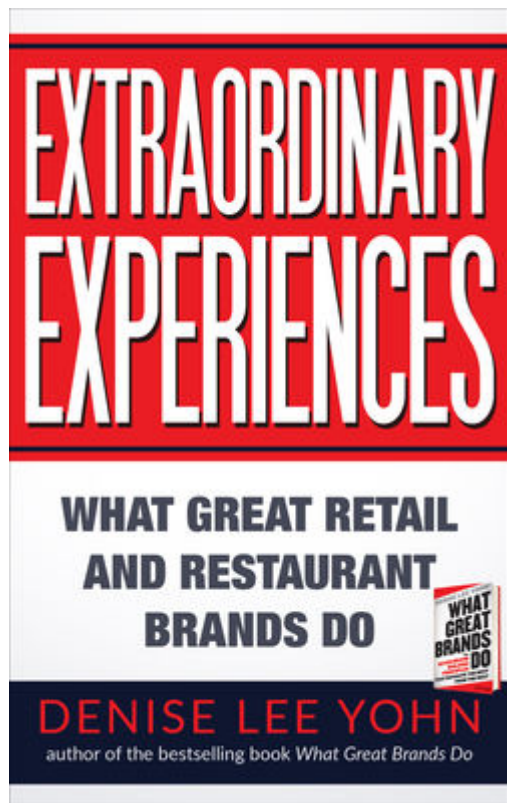


Descargar libros Extraordinary Experiences gratis (PDF | ePub | Mobi) Denise Lee Yohn DG Media



Discover how brick-and-mortar brands create extraordinary experiences that keep drawing customers into their stores. How do some stores and restaurants break through the clutter; compete with bigger, online competitors; and manage to grow and thrive when so many others fail? They earn customer love and loyalty by creatively designing and consistently delivering great retail customer experiences. In her first bestselling book, *What Great Brands Do* (Jossey-Bass), brand expert Denise Lee Yohn de-mystified the brand-building process and unlocked the seven keys to great brand, including “great brands avoid selling products” and “great brands start inside.” Now she shows how business leaders address the unique challenges and exploit the unique opportunities of the physical retail world to build great brands. Extraordinary retail and restaurant customer experiences don't just happen; nor do they result only from excellent operations. They stem from the strong cultural foundations, deliberate planning decisions, and integrity in execution. Denise Lee Yohn's *Extraordinary Experiences* profiles seven popular, powerful brands, including: - Costco -- it sustainably grows its membership and maintains one of the

highest loyalty rates in the country through an exclusive customer appeal - Popeyes Louisiana Kitchen -- courageous company leaders fought back from near financial bankruptcy and franchisee mutiny by choosing to cultivate a servant-leader culture - PIRCH -- a small high-end appliance chain has transformed the process of shopping for home fixtures from tedious and predictable to emotionally fulfilling The case studies are relatable, accessible, and applicable to all companies inside or out of the restaurant or retail industries. They show how to build a great brand whether an organization is big or small, new or old, out-spent, under-resourced or facing some other challenge. Packed with compelling stories and practical principles, *Extraordinary Experiences* is the brand-building and retail customer experience bible on every business leader's shelf.

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