



The Customer Century: Lessons from World Class Companies in Integrated Communications (Routledge Corporate Communication Series)

Anders Gronstedt

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Based on hundreds of hours of in-depth interviews with senior marketing and corporate communications managers from top companies such as Hewlett-Packard, Ericsson, Philips, and Xerox, this book is packed with hands-on advice to ensure business success in the new millennium.

Companies must learn to integrate communications three dimensionally; externally with key customers, vertically between senior management and front-line workers, and horizontally across departments. Filled with hints, tips and strategies, this illuminating text shows readers the key to thriving in the upcoming 'customer century'.



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