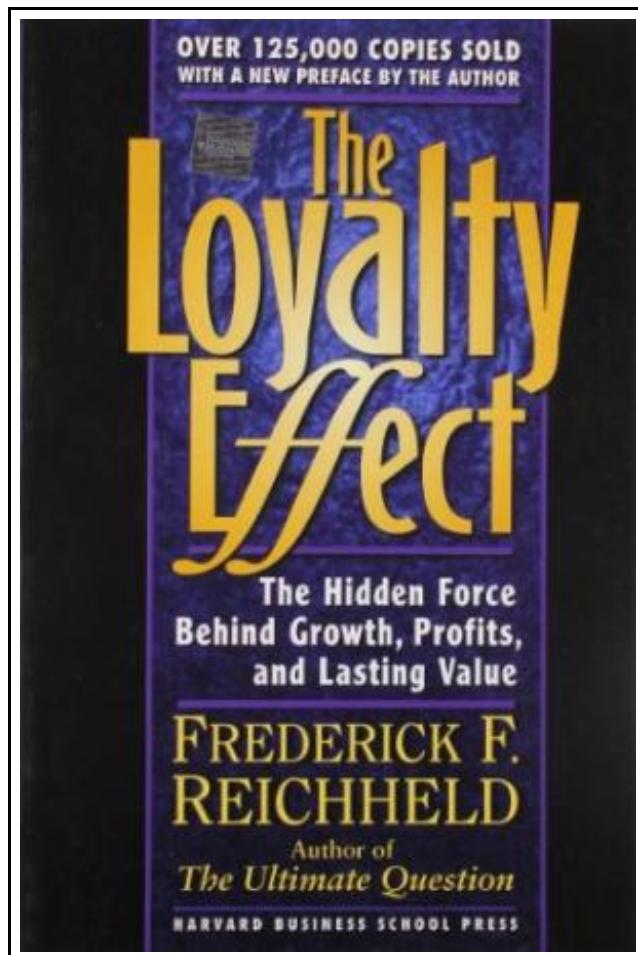


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(Rebecca Bechtelar)

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Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, **The Loyalty Effect: The Hidden Force Behind Growth, Profits and Lasting Value (New edition)**, Frederick F. Reichheld, Loyalty is by no means dead. In fact the principles of loyalty are alive and well at the heart of every company with an enduring record of high productivity, solid profits, and steady expansion. From "The Loyalty Effect". The business world seems to have given up on loyalty: many major corporations now lose - and have to replace - half their customers in five years, half their employees in four, and half their investors in less than one. Fred Reichheld's national bestseller "The Loyalty Effect" shows why companies that ignore these skyrocketing defections face a dismal future of low growth, weak profits, and shortened life expectancy. Reichheld demonstrates the power of loyalty-based management as a highly profitable alternative to the economics of perpetual churn. He makes a powerful economic case for loyalty - and takes you through the numbers to prove it. His startling conclusion: even a small improvement in customer retention can double profits in your company. "The Loyalty Effect" will change the way you think about loyalty, profits, and the nature of business. Fred Reichheld is a Director Emeritus of Bain and Company and a Bain Fellow. He is also the author of "Loyalty Rules!".



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