

"A focus on customer experience and an outside-in perspective are the cornerstones of business success."

BILL McNABB,
chairman and CEO, Vanguard

HARLEY MANNING
KERRY BODINE

FORRESTER RESEARCH

OUT SIDE

THE POWER of
PUTTING CUSTOMERS
at the CENTER of
YOUR BUSINESS

IN

Resumo de Outside in: The Power of Putting Customers at the Center of Your Business

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