

MATTHEW DIXON,

BESTSELLING COAUTHOR OF *THE CHALLENGER SALE*

NICK TOMAN AND RICK DELISI

of CEB

"A business detective story, in which cherished truths are systematically investigated—and frequently debunked."

—From the foreword by
Dan Heath, coauthor
of *Decisive*, *Switch*, and
Made to Stick



THE

EFFORTLESS EXPERIENCE

**CONQUERING THE
NEW BATTLEGROUND FOR
CUSTOMER LOYALTY**

Resumo de The Effortless Experience: Conquering the New Battleground for Customer Loyalty

[Acesse aqui a versão completa deste livro](#)