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# The Loyalty Effect

**The Hidden Force  
Behind Growth, Profits,  
and Lasting Value**

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Author of  
*The Ultimate Question*

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# Resumo de The Loyalty Effect: The Transnational Solution

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.

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