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# CREATING CUSTOMER EVANGELISTS



Lewis Lane Press. Paperback. Book Condition: New. Paperback. 230 pages. Dimensions: 8.5in. x 5.5in. x 0.7in. When customers are truly thrilled about their experience with your product or service, they can become outspoken evangelists for your company. This group of satisfied believers can be converted into a potent marketing force to grow your universe of customers. Authors Jackie Huba and Ben McConnell explain how to convert already loyal customers into influential and enthusiastic evangelists. The year-long research project that led to...

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- Authored by Jackie Huba
- Released at -



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