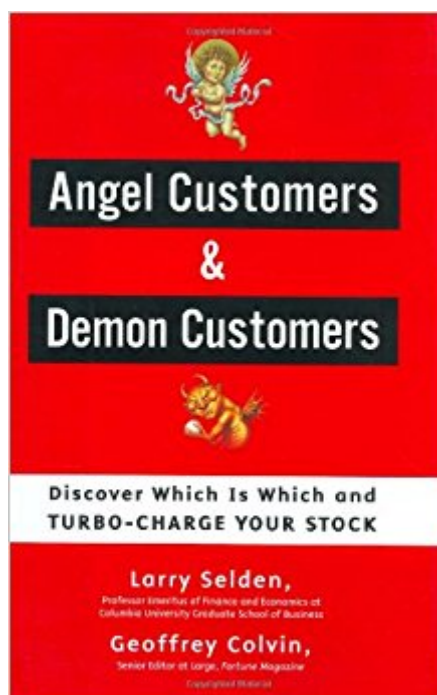


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# Angel Customers And Demon Customers: Discover Which Is Which And Turbo-Charge Your Stock



## Synopsis

One of the oldest myths in business is that every customer is a valuable customer. Even in the age of high-tech data collection, many businesses don't realize that some of their customers are deeply unprofitable, and that simply doing business with them is costing them money. In many places, it's typical that the top 20 percent of customers are generating almost all the profit while the bottom 20 percent are actually destroying value. Managers are missing tremendous opportunities if they are not aware which of their customers are truly profitable and which are not. According to Larry Selden and Geoff Colvin, there is a way to fix this problem: manage your business not as a collection of products and services but as a customer portfolio. Selden and Colvin show readers how to analyze customer data to understand how you can get the most out of your most critical customer segments. The authors reveal how some companies (such as Best Buy and Fidelity Investments) have already moved in this direction, and what customer-centric strategies are likely to become widespread in the coming years. For corporate leaders, middle managers, or small business owners, this book offers a breakthrough plan to delight their best customers and drive shareholder value.

## Book Information

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## Customer Reviews

This is a skillfully written, subtle and insightful book. I believe that the reviewer who said that "this book stated the obvious and that outside of a novice business student, anyone who finds this book interesting or useful may want to consider another profession than business" has missed the point of this book...completely. The importance of this book is NOT in stating that "the customer is

important .. some more than others". This we all know. The importance of this book is in outlining a practical methods for ascertaining which customers are money making one and which are not money making one **\*\*by going at the junction of customer marketing and customer finance\*\***. It is by offering a practical way to relate the two perspectives (the qualitative and the quantitative one) that this book was useful to me. The key thing I learned from this book is the introduction of detailed customer-finance reasonings to evaluate clients. I also was greatly inspired by their concept of CUSTOMER DEAVERAGING. I too often see company that thinks in terms of their "average customers" and thereby miss any valuable & actionable insight on how to relate to their customers in a way which is both more profitable and more meaningful (from both the customers and the client perspective). Well for company who are like that, I think this is a GREAT book that uncovers what needs to be done in both a practical and theoretically sound way.

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