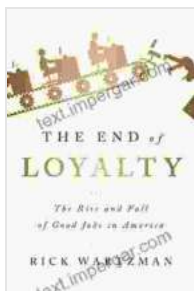


# The End of Loyalty: Rethinking Market Relationships in the Digital Age

By Frederick Reichheld

In the past, customer loyalty was the holy grail of marketing. Companies spent millions of dollars on advertising and promotions to build relationships with their customers, and the results were often impressive. But in recent years, the traditional model of customer loyalty has begun to break down.

There are a number of factors that have contributed to the decline of customer loyalty, including:



## The End of Loyalty: The Rise and Fall of Good Jobs in America by Rick Wartzman

★★★★☆ 4.4 out of 5

Language : English  
File size : 15519 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 452 pages



- The rise of the internet and social media has made it easier for customers to find new products and services.

- The increasing commoditization of products and services has made it more difficult for companies to differentiate themselves from their competitors.
- The growing power of consumers has given them more leverage in their relationships with companies.

As a result of these factors, customers are becoming less loyal to brands and more willing to switch to new products and services. This has made it more difficult for companies to build sustainable businesses.

In *The End of Loyalty*, renowned marketing expert Frederick Reichheld argues that the traditional model of customer loyalty is dead. In its place, he offers a new framework for building lasting relationships with customers in the digital age.

Reichheld's new framework is based on the idea of "net promoter score" (NPS). NPS is a measure of customer loyalty that tracks how likely customers are to recommend a company's products or services to others. Companies with high NPS scores are more likely to have profitable customers who are willing to do business with them again and again.

Reichheld argues that the key to building a successful business in the digital age is to focus on creating great experiences for customers. When customers have positive experiences with a company, they are more likely to be loyal to that company and recommend it to others.

*The End of Loyalty* is a must-read for any business leader who wants to build a lasting, profitable business in the digital age.

## Praise for The End of Loyalty

"The End of Loyalty is a game-changer. Reichheld has written the definitive book on customer loyalty in the digital age." — **Seth Godin, author of *This Is Marketing***

"Reichheld's insights are essential reading for any business leader who wants to build a successful, sustainable business." — **Tony Hsieh, CEO of Zappos**

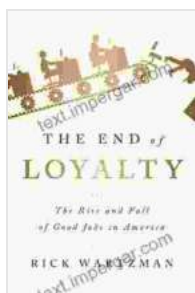
"The End of Loyalty is a must-read for anyone who wants to understand the future of marketing." — **Brian Halligan, CEO of HubSpot**

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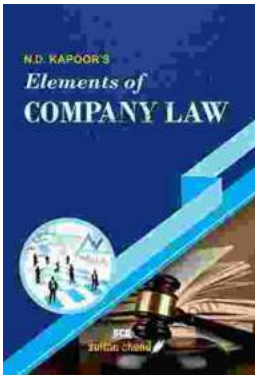
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