



Winning Behavior: What the Smartest, Most Successful Companies Do Differently

Terry R. Bacon Ph.D., David G. Pugh

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"Winning Behavior" gives companies a new way to increase business: by "outbehaving" rivals so that customers see a positive behavioral difference at every customer touchpoint - from product development and branding to bids and proposals, service, and much more. It is this company-wide Behavioral Differentiation that breeds lasting customer loyalty by allowing any company to distinguish itself from competitors in a tough, crowded market. "Winning Behavior" will prove to be a landmark book in the literature on customer service and customer relationship management: there has never been a book on Behavioral Differentiation before, but readers will see its potential in the results of the blue-ribbon organizations that practice it. This title is packed with eye-opening case histories and examples: Ritz-Carlton Harley-Davidson Enterprise Rent-a-Car Wal-Mart. It features exclusive interviews with high-profile executives including: George Zimmer (Men's Wearhouse) Hans-Olof Olsson (Volvo) Piers Marmion (Heidrick & Struggles) and others.

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