



"I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad

Jeanne Bliss

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"I highly recommend reading this book!" -Tony Hsieh, CEO, Zappos.com

Lots of businesses are respected, but only an elite few have passionate, loyal, vocal fans. The kind of customers who not only come back time and time again, but rave to friends, family, and even strangers. The kind who can drive explosive growth via e-mail, blogs, Facebook, and Twitter. Jeanne Bliss is an expert on what it takes to earn that kind of customer.

Bliss has studied and worked with many beloved companies, from longtime successes like Wegmans and Harley-Davidson to relatively new companies like Zappos and The Container Store. They all make the same five fundamental choices. Their reward: an army of fans who say things like, "I'd marry them if I could," and "I love you more than my dog!"

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