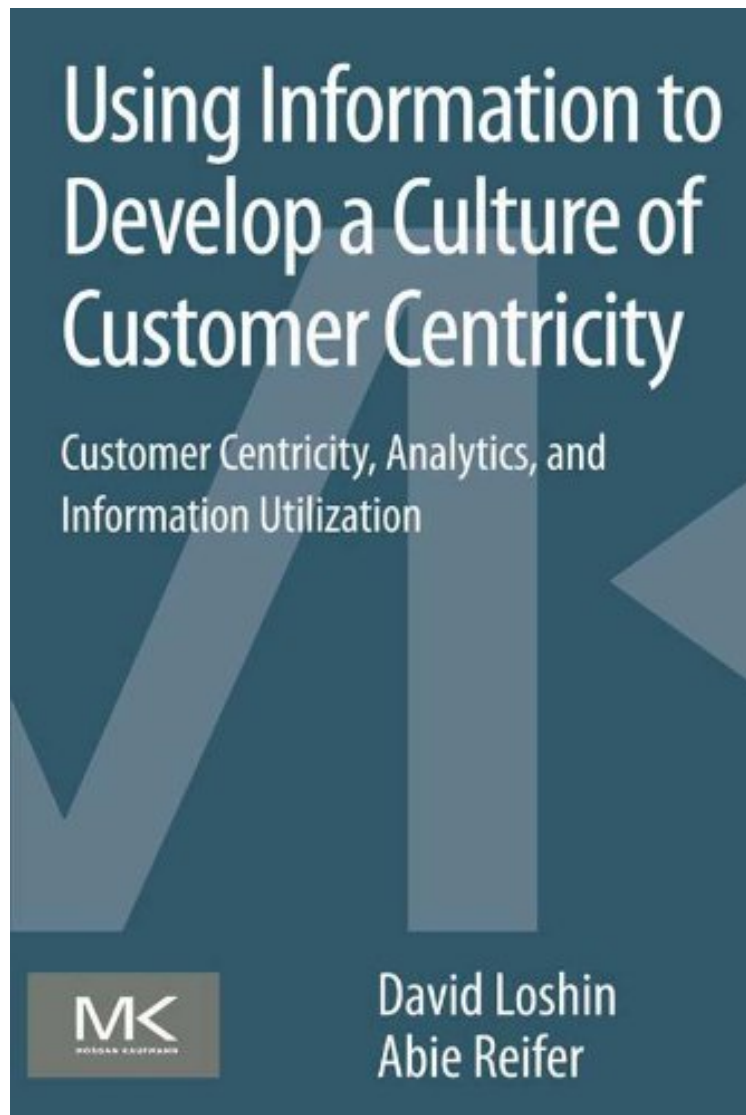


[Free] Using Information to Develop a Culture of Customer Centricity: Customer Centricity, Analytics, and Information Utilization

## Using Information to Develop a Culture of Customer Centricity: Customer Centricity, Analytics, and Information Utilization

*David Loshin, Abie Reifer*

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that I am a big fan of David's books. I think I have read them all. What I like about this book in particular is the business focus: for many organizations it is not a question IF we adopt a customer-centric strategy: it is a given, to survive and thrive. This book does a pretty good job at showing the implications of such a strategy. Highly recommended

Using Information to Develop a Culture of Customer Centricity sets the stage for understanding the holistic marriage of information, socialization, and process change necessary for transitioning an organization to customer centricity. The book begins with an overview list of 8-10 precepts associated with a business-focused view of the knowledge necessary for developing customer-oriented business processes that lead to excellent customer experiences resulting in increased revenues. Each chapter delves into each precept in more detail.

About the Author David Loshin is President of Knowledge Integrity, Inc., a company specializing in data management consulting. The author of numerous books on performance computing and data management, including "Master Data Management" (2008) and "Business Intelligence - The Savvy Manager's Guide" (2003), and creator of courses and tutorials on all facets of data management best practices, David is often looked to for thought leadership in the information management industry. Abie Reifer is a technology and strategy consultant with extensive experience in customer care systems design and implementations. He currently serves in a technology leadership position at a data collection, management and research organization. Previously, Mr. Reifer served as the CIO and CTO of an international telecommunications billing services organization. Earlier in his career he held a senior strategy position at a renowned billing and customer care firm, where he served as an advisory strategy consultant to a leading US telecommunications carrier. Mr. Reifer began his career at Bell Communications Research and received his Master's degree in Engineering from Columbia University