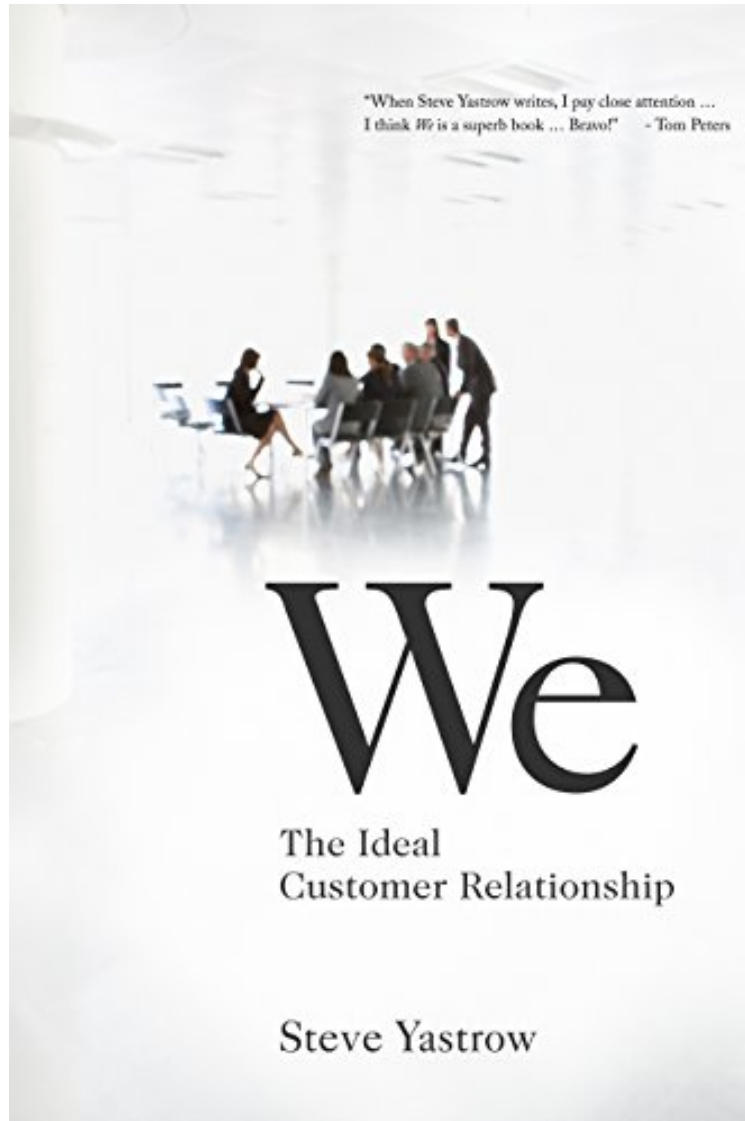


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We: The Ideal Customer Relationship

Steve Yastrow

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In this fresh, original book, Steve Yastrow turns conventional sales and marketing on its head by showing what really motivates your customers: A strong relationship with your business. Both a manifesto and how-to guide, We: The Ideal Customer Relationship will change the way you interact with customers.and change the way your customers think about you.

"When Steve Yastrow writes, I pay close attention . I think "We" is a superb book . Bravo!"-Tom PetersAuthor of "Brand Harmony" and host the popular marketing blog "Brand Cafe".From the Publisher"When Steve Yastrow writes, I pay close attention ... I think We is a superb book ... Bravo!" -- Tom PetersAbout the AuthorIn addition to Ditch the Pitch, Steve Yastrow is the author of We: The Ideal Customer Relationship and Brand Harmony. Steve is president of Yastrow and Co., a consulting firm that helps organizations create powerful stories and communicate them in ways that build customer relationships and drive results. Steve's clients include McDonald's Corp., The Cayman Islands Department of Tourism, Jenny Craig International, and Great Clips for Hair, and many others. For more info visit www.yastrow.com