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## CUSTOMER SUCCESS: HOW INNOVATIVE COMPANIES ARE REDUCING CHURN AND GROWING RECURRING REVENUE



John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Customer Success: How Innovative Companies are Reducing Churn and Growing Recurring Revenue, Nick Mehta, Dan Steinman, Your business success is now forever linked to the success of your customers Customer Success is the groundbreaking guide to the exciting new model of customer management. Business relationships are fundamentally changing. In the world B.C. (Before Cloud), companies could focus totally on sales and marketing because customers were often 'stuck' after purchasing....

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- Authored by Nick Mehta, Dan Steinman
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