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## Whats Your Purple Goldfish?: How to Win Customers and Influence Word of Mouth

By Stan Phelps

9 Inch Marketing. Paperback. Book Condition: New. Paperback. 208 pages. Dimensions: 8.9in. x 5.9in. x 0.6in. Whats Your Purple Goldfish (WYPG) is about differentiation via added value. Marketing to your existing customers via G. L. U. E (giving little unexpected extras). The end result is increased sales, happier customers and positive word of mouth. Praise for WYPG In business you must do something thats above and beyond whats expected. Phelps shows the ingredients behind creating signature extras that are unconventional and innovative. Every business should be asking themselves, Whats our Purple Goldfish - Tony Hsieh, NY Times bestselling author of Delivering Happiness and CEO of Zappos. com, Inc. Influence isnt a score, it is the ability to cause, effect or change behavior. Phelps shows marketers how to add that little something extra that influences consumer behavior and drives word of mouth. - Brian Solis, Author of The End of Business as Usual, Named a Top 2011 Business Book by Publishers Weekly Whats Your Purple Goldfish is the new benchmark for customer service and experience excellence. The single source for numerous concepts and innovations that can help build the foundation for a world class brand! (I just hope my competition doesnt find this...



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