

The Apple Experience Secrets To Building Insanely Great Customer Loyalty Carmine Gallo

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The Apple Experience reveals the secrets to the pioneering brand's unparalleled success during one of the most difficult retail environments in decades. A global expert on the business methods of Steve Jobs, Carmine Gallo uncovers the five steps of service that the company's customer-facing employees follow in Apple Stores to engage customers.

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?*The Apple Experience: Secrets to Building Insanely Great ...*

The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience."--Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful.

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The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience." --Guy Kawasaki, author of Enchantment: The Art of Changing Hearts, Minds, and Actions and former chief evangelist of Apple

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Secrets to Building Insanely Great Customer Loyalty. The Apple Store has redefined the customer experience. Today Apple Retail boasts the highest profits per square foot of any retailer in the world. It has also served a model—the gold standard—for businesses across a wide variety of categories. The Apple Experience is the first book to lift the curtain behind Apple's stunning success in the area of customer service and to show anyone how to run any business the Apple way.

Carmine Gallo - The Apple Experience

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User Experience (Not Technology) Is The Secret To Apple's

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Success, September 24, 2011 / in Technology, Usability, UX Design / by Chris Gieger. Innovation is defined as “the introduction of something new” and when most people think of Apple they think of an innovative technology company. However, I would argue that Apple is really known more for designing innovative user experiences than it is for developing innovative new technologies.

User Experience (Not Technology) Is The Secret To Apple's ...

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As the cliché goes, when life gives you lemons, turn them into lemonade. When you've learned to calm your mind, you stop running from the things that scare you, and you can face them. You then realize that that's what you're supposed to be doing. That is the essence of life. Steve just got back...

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4. Your brand is a valuable source of information. Apple's now departed head of retail, and former Burberry CEO, Angela Ahrendts, took this "experiential" approach to new levels during her tenure. Since 2015, Apple has worked to open redesigned stores and update current ones with "next gen" features.

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