

Extreme Trust Honesty As A Compeive Advantage Don Peppers

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extreme trust honesty as a competitive advantage turns out to be even partly true but then it already is partly true 2 thoughts on extreme trust can honesty be a means of competiive advantage part 1 adrianswinscoe says may 24 2012 at 1132 am hi maz i recently had the pleasure of talking to don and martha about their new book to be

Extreme Trust Honesty As A Competitive Advantage

Extreme Trust: Honesty as a Competitive Advantage. by Don Peppers and Martha Rogers. Portfolio Hardcover | Apr 2013. There's More info here. Buy it here from Amazon. Review by James M. Kerr. Don Peppers and Martha Rogers are the modern day Masters and Johnson of customer intimacy and service delivery. They have cranked out enormous amounts of material on the subject and have delivered some terrific books that have served to re-shape our thinking on how best to exceed customer expectations in ...

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According to Don and Martha (in Extreme Trust) the three pillars (they use the term |principles|) of trustability are: Do the right thing. Essentially this is about the distinction between |good profits| v |bad profits|. Doing the right thing involves giving up practices (like exploiting customers) that generate |bad profits|.

Extreme Trust: can honesty be a means of competitive ...

Extreme Trust: can honesty be a means of competitive advantage? (part 2) I value what Don Peppers and Martha Rogers write and as such I am making my way through their latest book (Extreme Trust) and using it to write a series of posts on matters that are touched upon by Don and Martha.

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