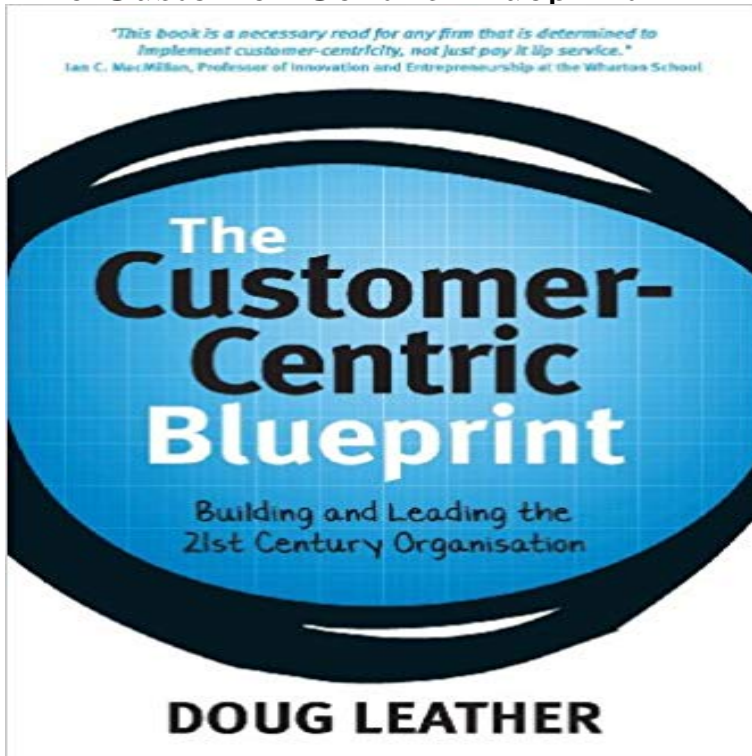


The Customer-Centric Blueprint



Book Description: Our world is undergoing rapid transformation. In this tide of change and upheaval, customers are stepping into their power and making demands the likes of which have never been seen before. Building sustainable competitive advantage and leading a superior 21st century organisation requires a new approach - placing your customer at the heart of everything you do, implementing a customer-centric business model and boldly leading your organisation through the transformational journey required. Using the REAP Customer-Centric Organisation Blueprint as an architecture, this book explores all the interconnected components of a truly customer-centric business model and how you can apply its principles practically and with tangibly significant business results. It will support you to strategize, plan and operationalise the future in order to create, deliver and capture value, whilst delivering sustainable, superior business performance.

About the Author: Doug Leather, CEO of REAP Consulting (Pty) Ltd, is a Wharton Business School Alumnus who has a diverse and varied background, including engineering and commercial. He is a leading expert in Customer Management working globally with large blue-chip organisations, and is best described as a Customer Management Evangelist, Activist and Futurologist as a result of his intense passion, broad multi-industry and multi-country insights into customer management capability understanding, best practice application, customer experience, business models and business performance improvement. The primary focus of his client work today is in helping people in businesses think, and work differently together to understand the importance of customer asset management, assessing the maturity of customer management capability and then conceiving, planning, developing/repairing, driving and

measuring strategy and programmes for the 21st Century Organisation.

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