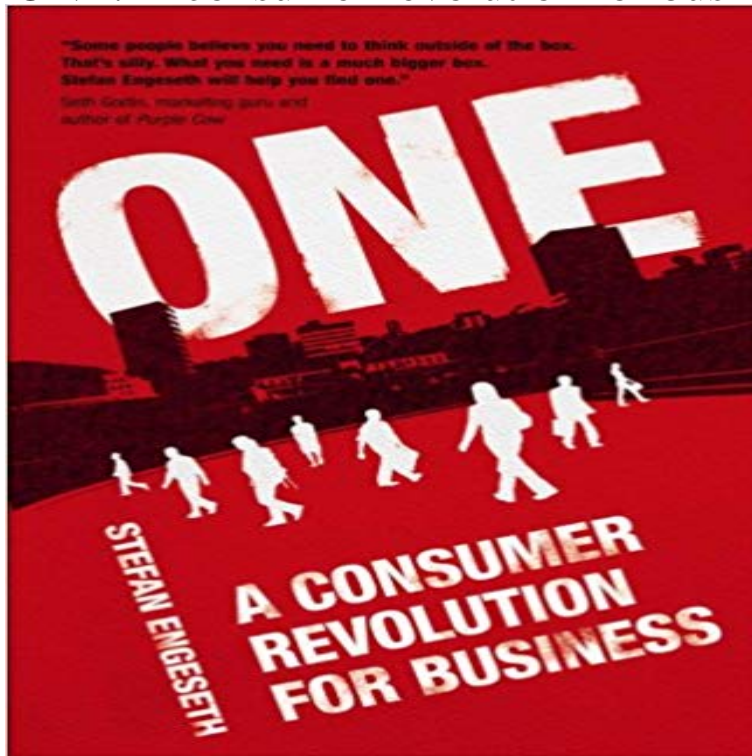


## ONE: A consumer revolution for business



The power of the consumer is stronger than ever. Yet, the gap between what a company promises and what consumers experience has never been wider. If companies are to survive and grow in this age of the consumer, drastic action is needed. This provocative book offers a platform for such action. Stefan Engeseth argues that companies must change impersonal environments into ones designed to interact with customers. Companies must let customers into the process of creating new products and services, and even into marketing and selling. Why not invite customers to the next board or management meeting? Already, companies such as eBay, Amazon, and Procter & Gamble are making millions by working with - instead of against - consumer power. [i]ONE[/i] offers tools, methods and the inspiration to bring customers closer to the company. It will radically change the way managers view customers and the way the company relates to them.

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