

Customer Moat: How Loyalty Drives Profit



A Practical Guide to a Winning Business Strategy What makes a company competitively superior to another? Which business actions lead to greater profits? And why is it important to view customer decisions as probabilities? In this groundbreaking work, Eddie Sung has condensed the field of business strategy into a modern framework that is easy to understand. In doing so, he has developed a new measurement for evaluating the success or failure of all businesses. The Customer Moat has pushed the field of strategy beyond Porters Five Forces and SWOT. Told through engaging stories ranging from the marketing research of Andrew Ehrenberg to the pricing power of Sees Candies, from the competitive behavior of the GalApagos finches to Costcos rule that drives low costs, the author introduces the Customer Moat Formula (CMF) as a modern model for understanding how intrinsic loyalty leads to profit. The CMF details the eight fundamental tools that companies can wield to attain competitiveness. These tools drive intrinsic loyalty and impact a companys bottom line through greater market share and higher profit margins. In a highly complex world, the Customer Moat provides a powerful compass for guiding businesses toward real-world results.

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