



The North American Conference on
**CUSTOMER
MANAGEMENT**

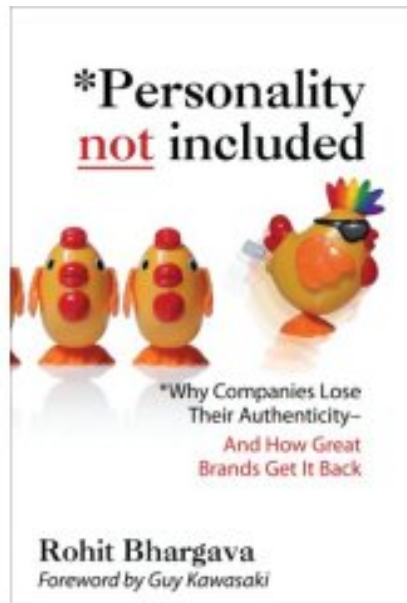
November 16 - 19 2008
Disneyland Hotel, Anaheim, CA

putting the customer at the heart of the business

The North American Conference on Customer Management
(NACCM) www.ecsw.com/naccm
April Book

NEXT NACCM: November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>



Title: Personality Not Included.
Why companies lose their authenticity, and how great brands get it back.

Author: Rohit Bhargava

Phil Dourado writes:

Customers want to do business with 'authentic' organizations. It's not just Rohit Bhargava that tells us this with this new book. James Gilmore, co-author of *The Experience Economy*, also told us this with his latest book – *Authenticity: What Consumers Really Want*.

They are right, of course. When faced with a whole row of look-alike suppliers (see the chicks on the cover, above), customers are drawn to the one with personality. That means communicating with customers in an authentic, personable voice – not the droning 'corporate speak' most organizations use when communicating with customers. Doing things right to a high quality is just a starting point. What makes you stand out is how personable you can make your brand or organization. In an age when customers want their suppliers to act more like humans, the question "If our organization were a person, what kind of person would we be?" is a good start point for you. Bhargava's book (and Gilmore's is also recommended) will help you further along the road of developing an authentic corporate personality.

Phil Dourado

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