

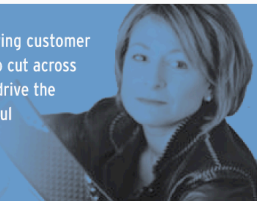
The Strategic Drive for Customer Profitability...

CHIEF ★ ★ ★ ★ ★ CUSTOMER OFFICER

Getting Past Lip Service to Passionate Action

Jeanne Bliss is a powerhouse when it comes to driving customer focus. It's in her bones. She has an uncanny ability to cut across an organization and support leaders in the quest to drive the operation of the company toward strong and powerful customer relationships.

—Gary Comer, founder, Lands' End



JEANNE BLISS

Chief Customer Officer Getting Past Lip Service to Passionate Action

Jeanne Bliss

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www.josseybass.com

Jeanne Bliss spent twenty-five years holding the job for driving customer focus and profitability inside Lands' End, Allstate, Coldwell Banker, Microsoft, and Mazda corporations. This reality-based book exposes why companies aren't working together to strategically manage customer relationships and profitability, and what makes "customer centric" efforts falter. Drawing on her extensive experiences, case studies and interviews with Chief Customer Officers, she tells how to break the cycle of "silo dysfunction" and gives a blueprint for bringing the organization together to deliver improved customer experiences. Bliss provides an audit for companies to assess their current performance. She arms readers with the job description of the "Chief Customer Officer" (CCO)—and a CCO toolkit— to kick-start and advance the effort with realistic and field proven approaches.

Praise for *Chief Customer Officer*...

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Jeanne's background is unparalleled in strength and depth across industries. Not only does she "get" what this work is about, but she intimately understands the nuances of HOW to get it done across organizations of all types, with leaders of all types. I would highly recommend that you take advantage of this wealth of background Jeanne is making available to you in this book.

—Jean-Philippe Courtois, president, Microsoft International

JEANNE BLISS operates a leadership coaching practice helping companies connect their 'corporate machines' so they deliver better customer experiences and enjoy increased customer profitability. She was formerly General Manager of Worldwide Customer & Partner Loyalty at Microsoft and has held the senior corporate-wide customer management position at Lands' End, Allstate, Coldwell Banker, and Mazda Corporations. She is a world-wide keynote speaker on all things 'customer.' She can be reached at Jeanne@customerbliss.com and 425-444-7654.