



The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance: A Leader's Guide to Driving Superior Performance

Linden Brown, Christopher Brown

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What do Toyota, Apple, and Zappos have in common?

CUSTOMER-CENTRIC CULTURE

And now, with this research-based method, you can replicate their success with *your* business

Based on more than 60 studies and the authors' three-year proprietary research project with more than 100 companies, *The Customer Culture Imperative* demonstrates that organizations exhibiting a strong "customer-centric culture" do, in fact, produce superior business performance. It provides diagnostic tools and a roadmap for effective implementation, designed to make cultural change concrete and actionable in any organization.

Dr. Linden R. Brown is chairman and co-founder of MarketCulture Strategies Inc.

Christopher Brown is the former marketing director for Hewlett-Packard for the South Pacific and is presently a Silicon Valley-based sales and marketing consultant.

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