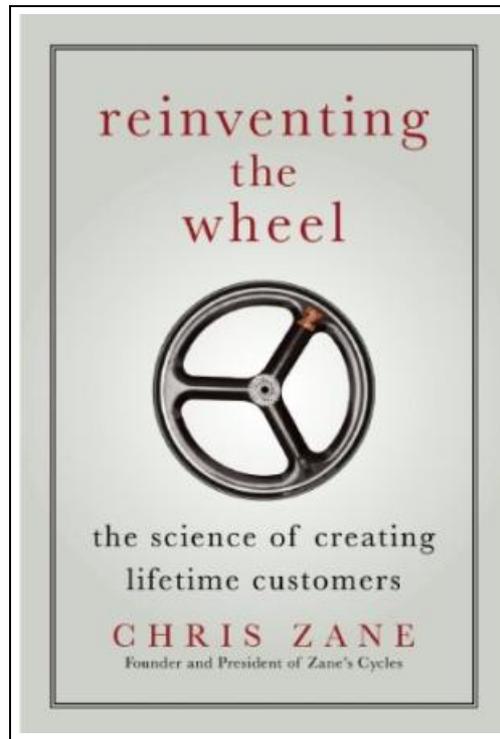# Reinventing the Wheel: The Science of Creating Lifetime Customers

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Reviews

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(Eliane Bednar)

REINVENTING THE WHEEL: THE SCIENCE OF CREATING LIFETIME CUSTOMERS

BenBella Books. Hardback. Book Condition: new. BRAND NEW, Reinventing the Wheel: The Science of Creating Lifetime Customers, Chris Zane, When Chris Zane bought his bicycle shop at age 16, his business struggled until he discovered the secret that catapulted his store into one of the largest in the country. His secret? Provide unbelievable, over the top, excessively generous customer service. Chris Zane isn't a management consultant or professor preaching a theory of customer service; he's a hands-on entrepreneur whose customer service approach has yielded enormous success. Zane has become a business celebrity, including being featured in the most recent round of American Express television ads. Featured in the New York Times and in Associated Press articles and bestowed numerous awards for its unique business practices and outstanding customer relations, Zane's Cycles has produced ideas thought by many to be pie-in-the-sky. But these counterintuitive concepts have proven to be hard-headed and effective. For example, Zane's offers a trade-in program for families who can turn in bicycles their kids have outgrown for a 100 percent credit toward new ones. Initially thought impossibly generous, this program has proven to be good business. Experience and a clear understanding of the lifetime value of a customer makes this program, and many others Zane's implements, work. In Reinventing the Wheel, commonly overlooked elements that make a business exceptional are revealed. Zane produces a case study unlike any other--one that shows the importance of investing in customers and employees and how businesses are really selling experiences, not products. His philosophies and tried-and-true methods of guerilla marketing will show entrepreneurs and business owners how to knock out the competition while thriving in any kind of economy and doing good for the community along the way.

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