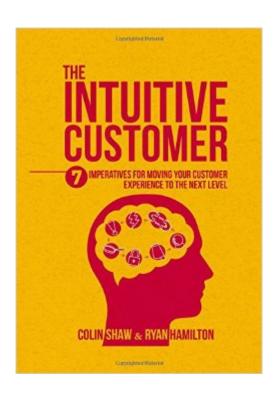
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# The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience To The Next Level





# **Synopsis**

Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

### **Book Information**

Hardcover: 216 pages

Publisher: Palgrave Macmillan; 1st ed. 2016 edition (May 13, 2016)

Language: English

ISBN-10: 1137534281

ISBN-13: 978-1137534286

Product Dimensions: 5.9 x 0.8 x 8.4 inches

Shipping Weight: 15.5 ounces

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