



Customer CEO: How to Profit from the Power of Your Customers

Chuck Wall

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Most companies still operate as if they control their customers. But, in today's market, it's really the other way around. *Customer CEO* confronts the new market reality that customers choose which companies to do business with completely on their own terms. This effectively inverts the power, control, and direction of decision-making; to survive in this new landscape, organizations must quickly adapt. Author Chuck Wall explores the nine powers customer possess – including "the power of me," "the power of the heart," and "the power of rebellion" – and how companies can profit by understanding the power of their customers. Based on more than a decade of firsthand experience and over 100,000 customer interviews, *Customer CEO* provides every size company with a roadmap of fresh ideas and easy to use tools, while exploring three-dozen companies that embrace the power of their customers. By reading this book, every leader can transform their business into a Customer CEO company.

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