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by Stan Phelps : **What's Your Purple Goldfish?: How to Win Customers and Influence Word of Mouth**

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Description :

PDF-ff3ca | What's Your Purple Goldfish is about differentiation via added value. Marketing to your existing customers via G.L.U.E. (giving little unexpected extras). The end result is increased sales, happier customers and positive word of mouth. Praise for WYPG? "In business you must do something that's above and beyond what's expected. Phelps shows the ingredients behind creating signature extras that ar... *What's Your Purple Goldfish?: How to Win Customers and Influence Word of Mouth*

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