



# **El ABC del customer experience: Cómo generar experiencias para vender más (Spanish Edition)**

*Elena Alfaro*

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Enfocado a la detección y gestión de experiencias con el consumidor y a la forma de entender la venta en términos de ayuda al cliente, el ABC del Customer Experience recoge gran cantidad de ejemplos y situaciones cotidianas, así como ideas y soluciones que los profesionales podrán aplicar fácilmente en su entorno profesional. Se proporciona una visión global de este innovador concepto de 'management', así como una guía simple de acciones que se acometen para ponerla en marcha. Se trata de una vigorosa fusión de conocimientos en estrategia, psicología, biología del cerebro, investigación y sentido común, que muestra paso a paso cómo vender creando una mayor vinculación emocional con los clientes que multiplica los resultados económicos.

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