

Customer Experience: Future Trends and Insights

Colin Shaw, Qaalfa Dibeehi, Steven Walden



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Customer Experience: Future Trends and Insights Colin Shaw, Qaalfa Dibeehi, Steven Walden Customer Experience is now the key differentiator as consumers and businesses alike decide among competing brands. The authors explore growing trends in Experience Psychology, Social Media and Neuroscience and their impact on Customer Experience that businesses need to understand to gain preference, loyalty and market share.

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