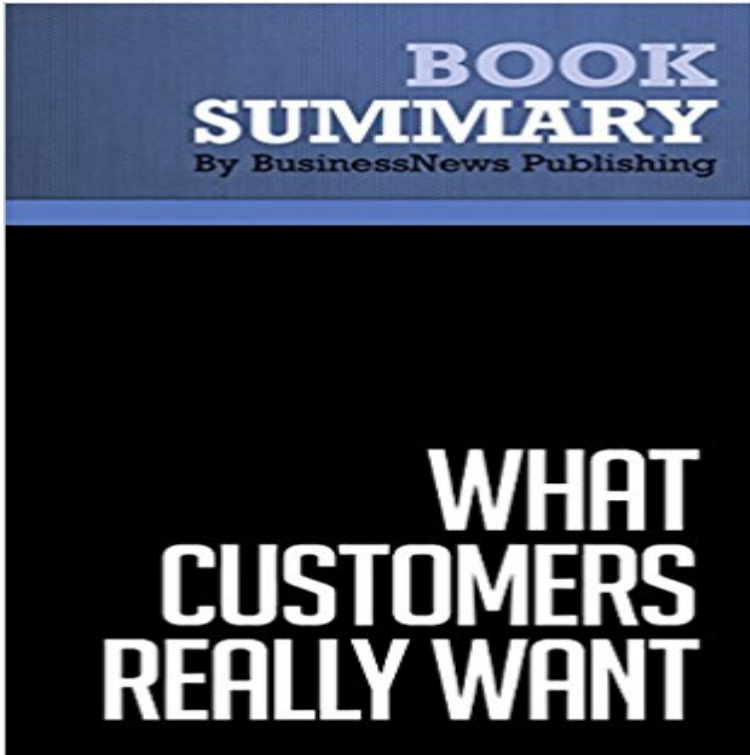


# Summary : What Customers Really Want - Scott Mckain: How to Bridge the Gap Between What Your Organization Offers and What Your Clients Crave



Complete summary of Scott McKains book: What Customers Really Want: How to Bridge the Gap Between What Your Organization Offers and What Your Clients Crave. This summary of the ideas from Scott McKains book What Customers Really Want shows that there is a fundamental disconnection between what customers really want and what businesses currently offer. Customers want a personal connection with the people and the organizations they do business with so the outcome is a compelling experience rather than a mere transaction. In his book, the author explores six major areas in which this business-to-consumer disconnection frequently occurs and how you can bridge the gap. This summary is a must-read for any business owner who wants to ensure that customers form a connection with the company and come back again and again. Added-value of this summary: Save time Understand key concepts Expand your knowledge To learn more, read What Customers Really Want and discover the key to connecting with your customers and providing a great customer experience.

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