



Reinventing the Wheel: The Science of Creating Lifetime Customers

By Chris Zane

BenBella Books. Hardback. Book Condition: new. BRAND NEW, Reinventing the Wheel: The Science of Creating Lifetime Customers, Chris Zane, When Chris Zane bought his bicycle shop at age 16, his business struggled until he discovered the secret that catapulted his store into one of the largest in the country. His secret? Provide unbelievable, over the top, excessively generous customer service. Chris Zane isn't a management consultant or professor preaching a theory of customer service; he's a hands-on entrepreneur whose customer service approach has yielded enormous success. Zane has become a business celebrity, including being featured in the most recent round of American Express television ads. Featured in the New York Times and in Associated Press articles and bestowed numerous awards for its unique business practices and outstanding customer relations, Zane's Cycles has produced ideas thought by many to be pie-in-the-sky. But these counterintuitive concepts have proven to be hard-headed and effective. For example, Zane's offers a trade-in program for families who can turn in bicycles their kids have outgrown for a 100 percent credit toward new ones. Initially thought impossibly generous, this program has proven to be good business. Experience and a clear understanding of the lifetime value of a...



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