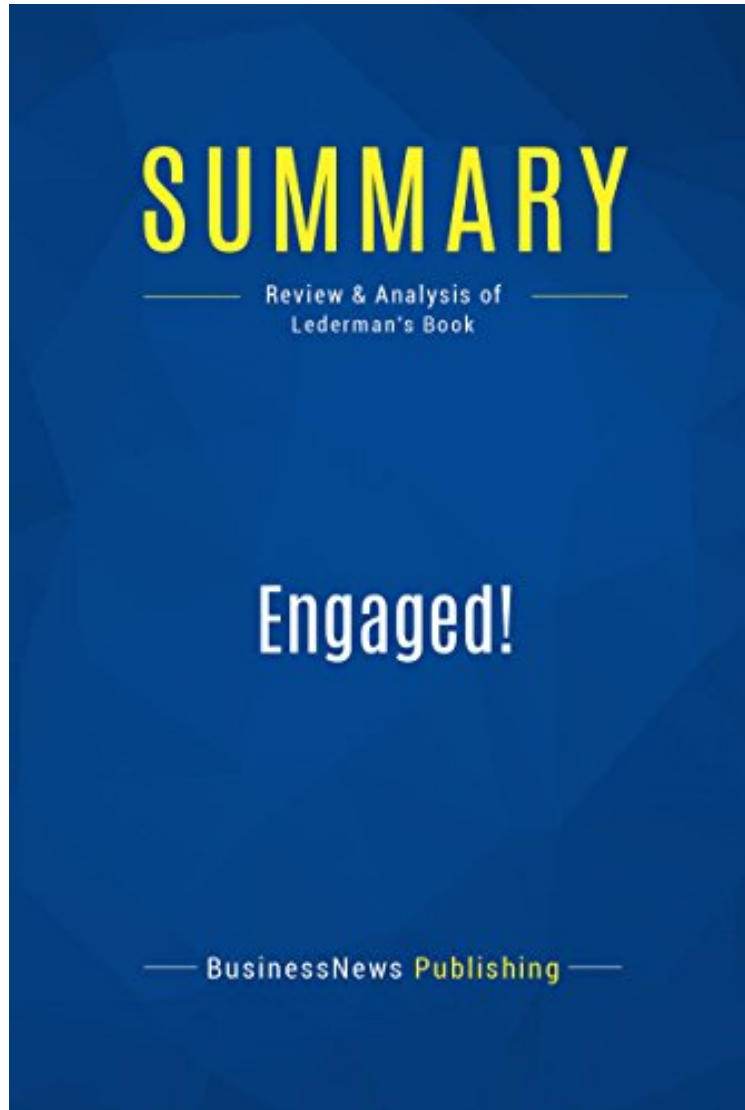


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The must-read summary of Gregg Lederman's book: "Engaged! Outbehave Your Competition to Create Customers for Life". This complete summary of the ideas from Gregg Lederman's book "Engaged!" explains that customers love doing business with companies which have a highly motivated workforce that is enthusiastically dedicated to

delivering a great experience. In his book, the author provides three things that must be done in order to reach that goal and how you can achieve them to give your customers the best experience possible and keep them coming back again and again. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Engaged!" and find out why you should boost the motivation of your workforce to attract more loyal customers.