



Summary: Customers.com - Patricia B. Seybold: How to Create a Profitable Business Strategy for the Internet and Beyond

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Complete summary of Patricia B. Seybold's book: Customers.com: How to Create a Profitable Business Strategy for the Internet and Beyond".

This summary of the ideas from Patricia B. Seybold's book "Customers.com" shows how your existing customers are the key to developing and implementing a successful e-commerce strategy. In her book, Patricia B. Seybold explains how you can position yourself alongside your customers and find out what they really want. By reading this summary, you will find out how to do this as well as how to deliver your products or services effectively and efficiently.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "Customers.com" to discover how you can get to know your current customers and boost your e-commerce sales.

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