

# "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad

By Jeanne Bliss

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## "I LOVE YOU MORE THAN MY DOG"

Five Decisions That Drive  
Extreme Customer Loyalty  
in Good Times and Bad

JEANNE BLISS

Afterword by  
TONY HSIEH, CEO, Zappos.com



"I believe in this book!"  
—COLLEEN BARRETT, president  
emeritus, Southwest Airlines  
(from the Foreword)



| #753944 in eBooks | 2009-10-06 | 2009-10-15 | File type: PDF | File size: 53.Mb

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