



## The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books)

By Carmine Gallo

[Download now](#)

[Read Online](#) 

### The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo

#### Praise for *THE APPLE EXPERIENCE*

"There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience."

**--Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple**

"Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!"

**--Garr Reynolds, author of *Presentation Zen* and *The Naked Presenter***

"At its core, this book is not about Apple. It's about delivering the best experience possible." **--Tony Hsieh, *New York Times* bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.**

"An exciting resource for any business owner in any country who wants to reimagine the customer experience."

**--Loic Le Meur, CEO, LeWeb**

"Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business."

**--Matthew E. May, author of *In Pursuit of Elegance* and *The Laws of Subtraction***

"Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today."

**--Peter Steinlauf, Chairman, Edmunds.com**

"This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software. "  
--Dan Roam, author of *The Back of the Napkin* and *Blah Blah Blah*

### **Reinvent your business to deliver Apple-like customer satisfaction and profits**

In *The Apple Experience*, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service.

Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus:

- **Inspire Your Internal Customer** with training, support, and communications that create a "feedback loop" for improving performance at every level
- **Serve Your External Customer** with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- *Approach, Probe, Present, Listen, End with a fond farewell*
- **Set the Stage** by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products

With *The Apple Experience*, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience.

 [Download The Apple Experience: Secrets to Building Insanely ...pdf](#)

 [Read Online The Apple Experience: Secrets to Building Insane ...pdf](#)

# The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books)

By Carmine Gallo

**The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books)** By Carmine Gallo

## Praise for *THE APPLE EXPERIENCE*

"There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience."

**--Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple**

"Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!"

**--Garr Reynolds, author of *Presentation Zen* and *The Naked Presenter***

"At its core, this book is not about Apple. It's about delivering the best experience possible." **--Tony Hsieh, New York Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.**

"An exciting resource for any business owner in any country who wants to reimagine the customer experience."

**--Loic Le Meur, CEO, LeWeb**

"Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business."

**--Matthew E. May, author of *In Pursuit of Elegance* and *The Laws of Subtraction***

"Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today."

**--Peter Steinlauf, Chairman, Edmunds.com**

"This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software. "

**--Dan Roam, author of *The Back of the Napkin* and *Blah Blah Blah***

## Reinvent your business to deliver Apple-like customer satisfaction and profits

In *The Apple Experience*, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service.

Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus:

- **Inspire Your Internal Customer** with training, support, and communications that create a “feedback loop” for improving performance at every level
- **Serve Your External Customer** with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- *Approach, Probe, Present, Listen, End with a fond farewell*
- **Set the Stage** by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products

With *The Apple Experience*, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience.

-

**The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo Bibliography**

- Sales Rank: #156973 in Books
- Brand: imusti
- Published on: 2012-03-29
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.30" l, 1.15 pounds
- Binding: Hardcover
- 256 pages



[Download The Apple Experience: Secrets to Building Insanely ...pdf](#)



[Read Online The Apple Experience: Secrets to Building Insane ...pdf](#)

## **Download and Read Free Online The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo**

---

### **Editorial Review**

#### **About the Author**

Carmine Gallo is the communications coach for the world's most admired global brands. A former anchor and correspondent for CNN and CBS, Gallo is a popular keynote speaker and has worked with executives at Intel, Cisco, Chevron, Hewlett-Packard, Coca-Cola, Pfizer, and many others. Gallo writes "My Communications Coach," a regular column for Forbes.com. He has written several internationally bestselling and award-winning books, including The Innovation Secrets of Steve Jobs, The Presentation Secrets of Steve Jobs, and The Power of foursquare. Gallo has been featured in the Wall Street Journal, the New York Times, Success magazine and on CNBC. Learn more about him at [www.carminegallo.com](http://www.carminegallo.com).

### **Users Review**

#### **From reader reviews:**

##### **Bethel Stockton:**

Do you have favorite book? In case you have, what is your favorite's book? Publication is very important thing for us to find out everything in the world. Each e-book has different aim or goal; it means that publication has different type. Some people truly feel enjoy to spend their a chance to read a book. These are reading whatever they get because their hobby is usually reading a book. What about the person who don't like looking at a book? Sometime, man feel need book whenever they found difficult problem or even exercise. Well, probably you will require this The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books).

##### **Joan Cross:**

Typically the book The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) will bring you to definitely the new experience of reading a new book. The author style to spell out the idea is very unique. In the event you try to find new book to see, this book very suitable to you. The book The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) is much recommended to you to study. You can also get the e-book through the official web site, so you can more readily to read the book.

##### **Stewart Ramirez:**

The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) can be one of your basic books that are good idea. We recommend that straight away because this publication has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to place every word into joy arrangement in writing The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) although doesn't forget the main point, giving the reader the hottest and based confirm resource data that maybe you can be among it. This great information can drawn you into brand-new stage of crucial

pondering.

**Palmer Schwartz:**

Do you one of the book lovers? If so, do you ever feeling doubt while you are in the book store? Try and pick one book that you just dont know the inside because don't determine book by its cover may doesn't work this is difficult job because you are afraid that the inside maybe not while fantastic as in the outside appearance likes. Maybe you answer can be The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) why because the wonderful cover that make you consider concerning the content will not disappoint a person. The inside or content is usually fantastic as the outside or cover. Your reading sixth sense will directly direct you to pick up this book.

**Download and Read Online The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo #Q4YORUGE859**

# **Read The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo for online ebook**

The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo books to read online.

## **Online The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo ebook PDF download**

**The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo Doc**

**The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo MobiPocket**

**The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo EPub**

**Q4YORUGE859: The Apple Experience: Secrets to Building Insanely Great Customer Loyalty (Business Books) By Carmine Gallo**