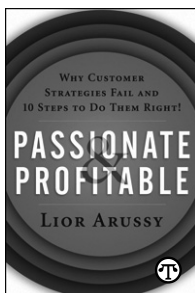


Business News & Notes

How To Take The Customer Seriously

(NAPSA)—A remarkable new book that exposes a real crisis in American business today is capturing the attention of business everywhere. In Lior Arussy's book, "Passionate & Profitable" (Wiley, \$27.95), he outlines why customer strategies fail and offers 10 steps to



do them right.

In his research, Arussy, a highly regarded international speaker and customer relations expert, found an enormous disconnect between what companies say they should do to improve their customer service and what they actually do to fix it.

Further, most companies don't know who their most cost-efficient customers are, how much a lost customer costs them, or how much money it takes to find a new one.

These are just some of the startling discoveries to come from the research and the new book by Lior Arussy, founder and president of Strativity Group, which works with both Global 2000 companies as well as emerging businesses around the world.

This is a provocative, thoughtful guidebook for executives who are struggling with the complicated questions that surround today's sophisticated buyers.

The book is now in bookstores nationwide.