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*Revised
and expanded
edition of the
Wall Street
Journal
Bestseller*

THE ULTIMATE QUESTION 2.0

How **NET PROMOTER** Companies
Thrive in a Customer-Driven World

FRED REICHHELD

Bestselling author of *THE LOYALTY EFFECT*

WITH ROB MARKEY

BAIN & COMPANY

The Ultimate Question 2 0

Sir William Oldnall Russell



The Ultimate Question 2 0:

The Ultimate Question 2.0 Frederick F. Reichheld, Rob Markey, 2011 Based on extensive research this book shows how companies can rigorously measure Net Promoter statistics help managers improve them and create communities of passionate advocates that stimulate innovation The Ultimate Question 2.0 (Revised and Expanded Edition) Fred Reichheld, 2011-09-20 In the first edition of this landmark book business loyalty guru Fred Reichheld revealed the question most critical to your company's future Would you recommend us to a friend By asking customers this question you identify detractors who sully your firm's reputation and readily switch to competitors and promoters who generate good profits and true sustainable growth You also generate a vital metric your Net Promoter Score Since the book was first published Net Promoter has transformed companies across industries and sectors constituting a game changing system and ethos that rivals Six Sigma in its power In this thoroughly updated and expanded edition Reichheld with Bain colleague Rob Markey explains how practitioners have built Net Promoter into a full fledged management system that drives extraordinary financial and competitive results With his trademark clarity Reichheld Defines the fundamental concept of Net Promoter explaining its connection to your company's growth and sustained success Presents the closed loop feedback process and demonstrates its power to energize employees and delight customers Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business Practical and insightful The Ultimate Question 2 0 provides a blueprint for long term growth and success **The Collected Mathematical Papers of Arthur Cayley** Arthur Cayley, 1896 This scarce antiquarian book is included in our special Legacy Reprint Series In the interest of creating a more extensive selection of rare historical book reprints we have chosen to reproduce this title even though it may possibly have occasional imperfections such as missing and blurred pages missing text poor pictures markings dark backgrounds and other reproduction issues beyond our control Because this work is culturally important we have made it available as a part of our commitment to protecting preserving and promoting the world's literature *A Treatise on Crimes and Misdemeanors* Sir William Oldnall Russell, 1923 Mathematical Questions and Solutions, 1880 **Mathematical Questions and Solutions, from the "Educational Times."**, 1877 *Saturday Review of Politics, Literature, Science and Art*, 1917 **Electrical Engineering**, 1912 **The Economist**, 1876 Metal Industry and the Iron Foundry, 1922 *Accountant Student and Accountants' Journal*, 1913 **Contributions, from the Department of Pediatrics** University of Minnesota. Dept. of Pediatrics, 1924 *Gas World*, 1919 Engineering News-record, 1897 *Aspects of the Charitable-aid Question* New Zealand Inspector-general of Asylums, Hospitals, and Charitable Institutions, Duncan MacGregor, 1897 Old Penn, 1905 The Telegraph and Telephone Journal, 1925 Overlappings and Omissions in Our Courses of Study Worth James Osburn, 1928 **The Rudder** Thomas Fleming Day, 1905 **Poland China Journal**, 1920

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