

HARVARD BUSINESS REVIEW PRESS

THE ULTIMATE QUESTION 2.0

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



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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

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