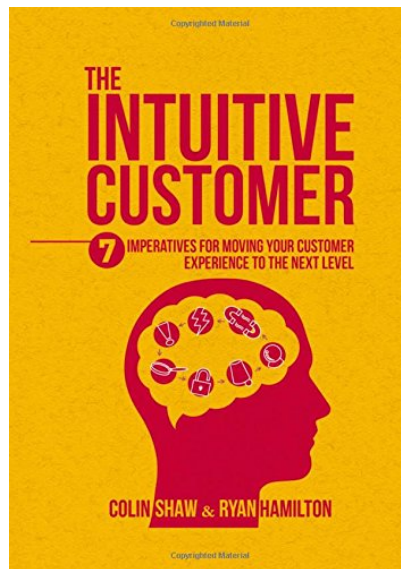


# R.e.a.d The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level PDF



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## **R.e.a.d The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level PDF**

**R.e.a.d The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level by by Colin Shaw, Ryan Hamilton**

Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

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