

**THE APPLE EXPERIENCE: SECRETS TO BUILDING
INSANELY GREAT CUSTOMER LOYALTY (ENHANCED
EBOOK)**

Kristene Koren

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Gallo Communications

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Most business books that deal with personnel have components that can apply to a family unit also, but this one not so. At the core of Apple's success and intense customer loyalty, however, aren't just "Insanely Great" products, but great people who are informed, empowered, and motivated to deliver an unbeatable customer experience.

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End with a fond farewell and an invitation to return. I highly recommend it to anyone who wants to better understand the forces that drive fanatical loyalty to the Apple brand. If you are a business person, this book is a must read, as are the other books on Apple by Gallo.

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