

# 《HUG YOUR CUSTOMERS 拥抱你的客户》

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## 内容简介

Like the international bestseller "Who Moved My Cheese?", "Hug Your Customers" is powerful through its simplicity. Jack Mitchell is CEO of Mitchells - a clothes store and one of the most successful small businesses in America. This family-run business has built extremely healthy profit margins in a tough retail market through a most refreshing approach to sales - hug your customers! In other words: if there is one key to a successful business then it is happy customers and companies who go the extra mile enjoy the extra profits. From small independent businesses to established conglomerates, "Hug Your Customers" is an invaluable and fun tool for ensuring repeat business and outstanding results.

## 作者简介

Jack Mitchell is the CEO of Mitchells/Richards, two of the most successful independent clothing stores in the business. He lives in Westport, Connecticut.

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