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In his new book, Customer Centricity, part of the Wharton Executive Education Essentials Series, Fader describes what customer centricity is, what it isn't and why it matters. He also demystifies customer relationship management and emphasizes the importance of gathering customer data in meaningful ways.

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Customer Centricity (Paperback) Focus on the Right Customers for Strategic Advantage (Wharton Executive Essentials) By Peter Fader. Wharton School Press, 9781613630167, 128pp. Publication Date: May 15, 2012. Other Editions of This Title: Digital Audiobook (8/31/2013)

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Customer Centricity: Focus on the Right Customers for ...

In Customer Centricity, Wharton professor Peter Fader, coauthor of the follow-up book The Customer Centricity Playbook, helps businesses radically rethink how they relate to customers. He provides insights to help you understand: Why customer centricity is the new model for success and product centricity must be ushered out;

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