



## The Apple Experience: Secrets to Building Insanely Great Customer Loyalty

By Carmine Gallo

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.1in. x 6.3in. x 1.1in. **Praise for THE APPLE EXPERIENCE** There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience. --Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book! --Garr Reynolds, author of *Presentation Zen* and *The Naked Presenter* At its core, this book is not about Apple. It's about delivering the best experience possible. --Tony Hsieh, New York Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc. An exciting resource for any business owner in any country who wants to reimagine the customer experience. --Loïc Le Meur, CEO, LeWeb Why can't other retail experiences be as great as an Apple store? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business. --Matthew E....



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