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In Build for Change: Revolutionizing Customer Engagement through Continuous Digital Innovation Alan Trefler shows what it takes to make the necessary and dramatic changes in how a business thinks about its customers, its people, and its technology, to ensure it can survive beyond the twilight of the brands.

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Build for Change (2014) sheds light on the changing relationships between customers and businesses. By explaining the inner workings of customer loyalty and highlighting the importance of new technological developments, these blinks equip businesses with the tools they need to create a powerful and sustainable customer base.

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Build For Change outlines exactly what can—and must—be done to ensure sustainable success in the new digital era: Relate to the new generation of consumers, and understand their preferences and demands; Stop obsessing about mountains of data, and instead apply business-driven continuous improvement to customer processes

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