

**EMOTIONAL VALUE: CREATING STRONG BONDS WITH
YOUR CUSTOMERS**

Dee Maerz

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Janelle Barlow and Dianna Maul have composed a primer on this important topic. Upgrade yourself and achieve your wildest dreams .

Basically, improving emotional value can be the start of creating a virtuous cycle. We at getAbstract recommend this important book to all business people, whether they offer a product or a service, from CEOs through every level of staff. Many of the insights and sensitivities she shared with us are covered in great detail in her book. Dave rated it liked it Apr 07, Doing our work with civility, empathy, and authenticity can add a similar sense of teaching them how to say to customers "I feel your pain"--and even sort of gulp mean it. Emotional Value should be a must-read book.