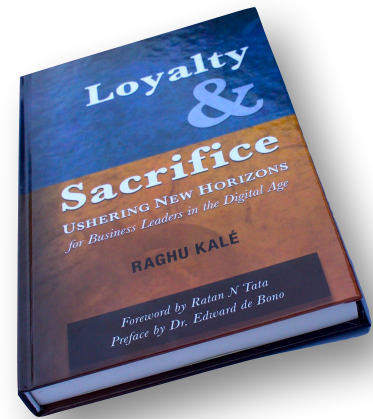


ABOUT THE BOOK

LOYALTY & SACRIFICE

Ushering New Horizons for Business Leaders in the Digital Age

A departure from what we have known and adhered to for the past 200 years. Redefines the term 'Loyalty.' Loyalty and Sacrifice are inseparable. In the case of war, heroes, and employees, Sacrifice is well recognized and celebrated. In the case of customers, the question is: are customers capable of Sacrifice?



We have crossed the threshold of AI nudging human behavior. Only if basic definitions are precise, can advanced algorithms be useful for worthwhile human development.

Loyalty and Sacrifice are inseparable. This book proposes a holistic and uniform definition of loyalty and embraces its hidden facets to redefine customer loyalty. The most significant concepts in the book are embodied in four pillars.

- 1— Defines Loyalty
- 2 — Crafts a new definition of customer loyalty
- 3 — Proposes a new concept in four *L&S principles*
- 3 — A new principle of the Latency Factors

This book proposes a holistic and uniform definition of loyalty and embraces its hidden facets to redefine customer loyalty. It provides a new framework with four axioms of loyalty and *four L&S Principles* supported by over 30 real accounts. The concept of the Latency factor introduced in the book attempts to highlight the reasons for the blind-spots in defining loyalty.



April 2020

BOOK BLURBS

Loyalty & Sacrifice: *Ushering New Horizons for Business Leaders in the Digital Age*

- ★ *"One of the best books I've read on the subject!"* — Essex Magazine, UK.
- ★ "It should be on the bookshelf of every business leader ... " — Los Angeles Post Examiner
- ★ *"... a must-read for businesses."* — London Post.
- ★ In his Preface, the legendary Lateral Thinking guru Dr. Edward de Bono emphasizes: *"This book opens a new conversation, and I am hopeful this book will help a discussion on the hidden facets of loyalty."*
- ★ *"Raghu challenges readers to broaden their thinking regarding traditional notions about customer loyalty. His rich use of examples demonstrates that loyalty goes far beyond transactional (ways), to a willingness to sacrifice. It is both thought-provoking and relevant to executives in all disciplines."* — Global Leader Stephen Sadove, former chairman and CEO of Saks Inc of Saks Fifth Avenue luxury retail chain.
- ★ Global leader Mr. Ratan N Tata, Chairman Emeritus, Tata Sons, in his Foreword, points to inexorable digital progress that generates a necessary call to action and said: *"These advances highlight the need to revisit old definitions of customer loyalty which can no longer be defined merely by repeat purchase. The book proposes a new definition of customer loyalty and provides all the numerous new-age factors that affect it."*
- ★ *"Winning the war is winning the message! Working through a campaign with a Communications strategist like Raghu by your side is a treat. In his book, he shows the difference between a Pavlovian collector of points and a loyal advocate and follower of a brand. An important distinction when you are setting your compass and committing your budgets."* — David Gibbons Exec Director Massachusetts Convention Center Authority.
- ★ *"I wish I had Raghu's book available to me during the formative stages of my career three or four decades ago!! It would have helped me to shape my professional journey more precisely during those early days. I am sure it will help the younger generations to think out of the box."* — Dr. J. J. Irani, former Tata Sons Director – and CEO of Tata Steel.
- ★ *"... In my B2B experience, Raghu's transformational messages regarding accommodation and sacrifice across customers and suppliers are essential to building and maintaining long-term loyal relationships. Today's business leaders across B2B and B2C companies will benefit from reading this book and embracing its concepts."* — Chris Douville President & Board Member of Chemical and Mineral Companies Serving Global Markets.

