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All I Really Need To Know About Loyalty I Learned From My Cat

Chuck Jones

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Loyalty. It is a treasured commodity. We seek it in our friendships. And we crave it in our customers. Is there anything more valuable to a company—any company (regardless of size)—than the loyal customer?

Today, consumers have more options than ever. The marketplace is global indeed. But long-lasting customer loyalty is still something within your grasp, and surprisingly, there's no better teacher than a cat.

In the same way Blanchard and Johnson simplified effective management in "The One Minute Manager, "All I Really Need To Know About Loyalty I Learned From My Cat" simplifies customer loyalty. Ten simple concepts, woven around the story of Rocky, a lap cat trapped in an alley cat's body.

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