



## **Summary: Don't Just Relate - Advocate - Glen Urban: A Blueprint for Profit in the Era of Customer Power**

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# Summary: Don't Just Relate - Advocate - Glen Urban: A Blueprint for Profit in the Era of Customer Power

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**Complete summary of Glen Urban's book: "Don't Just Relate - Advocate: A Blueprint for Profit in the Era of Customer Power".**

This summary of the ideas from Glen Urban's book "Don't Just Relate - Advocate" shows how the best way to grow your business today is not by improving your marketing, but by advocating for your customers. In his book, the author explains how earning and retaining your customers' trust means they will remain loyal customers in the future and will recommend you to their friends and family. This summary details exactly how you can act as an advocate by finding out your customers' needs and selling them solutions. By reading Glen Urban's advice, you will hold the key to finding customers that will stay loyal forever.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Don't Just Relate - Advocate" and find out why advocating for your customers will put you on the path to success.**

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