

**For Immediate Release:**

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**‘WE’ CUSTOMER RELATIONSHIPS DELIVER BUSINESS RESULTS**

**New Book Connects the Dots between the Customer, the Employee and the Bottom Line**

**New York, October 25, 2007**— Corporate strategic thinker Steve Yastrow’s new book *We: The Ideal Customer Relationship* (Select Books Oct. 2007) is now available on Amazon.com and at Yastrow.com for advance sales. It will be available in major bookstores January 2008. *We: The Ideal Customer Relationship* is a clever, insightful, and thought-provoking guide that explains how businesses can achieve dynamic new levels of success by developing highly collaborative business partnerships to differentiate their company from competitors.

“In today’s world, it is extraordinarily difficult for customers to distinguish your business solely on the merit of your product or service alone. What can differentiate your business in the minds of customers is the relationship the customer has with you,” says Yastrow, a nationally recognized business consultant and speaker. “A competitor may sell a similar product or provide a similar service, but the relationship you have with each customer is unique. Building strong customer relationships is the best competitive strategy.”

*We: The Ideal Customer Relationship* explains the fundamentals of how businesses can—and should—build strong relationships with their customers, vendors, competitors, prospects and with their employees. It is centered on Yastrow’s reasoning that today’s highly competitive market demands a “we” approach, where customers think of their relationship with a business as “we” as opposed to “us and them.” The book details how businesses of all types and sizes can create better results through better customer relationships.

Based on research, interviews, and real-world experience, *We: The Ideal Customer Relationship* explains how businesses can learn to:

- Create relationship-building *encounters*, instead of relationship-eroding *transactions*
- Connect multiple customer encounters into an *ongoing conversation* that creates a strong We relationship
- Rethink how companies think about customers...and reshape how customers think about them

"When Steve Yastrow writes, I pay close attention," says legendary business guru Tom Peters.

*We: The Ideal Customer Relationship* turns conventional business development thinking on its head by showing what really motivates customers—and what businesses can do about it. Full of fresh, original and much-needed insights, *We: The Ideal Customer Relationship* provides a cutting-edge look at how and why businesses need to take a new approach to customer relationships which will lead to more meaningful results.

## About Steve Yastrow

Steve Yastrow has acquired a singular reputation among business decision makers as an outside partner who causes organizations to take a fresh look at themselves from the inside out and pinpoint the make or break ideas that will unleash the full potential of the organization. He is a former vice president of resort marketing at Hyatt Hotels and Resorts who has consulted with organizations such as McDonald's Corporation, The Tom Peters Company, Kimpton Hotels, the Cayman Islands Department of Tourism, Agilent Technologies, Jenny Craig International, Great Clips for Hair, Cold Stone Creamery, Wyndham Hotels & Resorts, Viacord, Dental Care Partners. His revolutionary approach to marketing and business is based on the groundbreaking theories found in his books, *Brand Harmony* (The Tom Peters Company Press, 2003) *We- The Ideal Client Relationship* (SelectBooks 2007). Steve is also the founder of Yastrow & Company - a Chicago-based consulting firm that works at the Fortune 500 level, with multi-location service businesses, and with owner-managed companies in the professional services realm. Steve earned an MBA from the J.L. Kellogg School of Management at Northwestern University, and a B.A. from Indiana University.

Members of the news media wishing to request an advance review copy of *We* or an interview with Steve Yastrow are asked to contact Caroline Ceisel by phone at (847) 686-0688 or by email

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