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Fred ' s first book, The Ultimate Question, published in 2006, talked about a business environment that has become more social. Even as recently as 2006, the concept of measurement, management and their impact on philanthropy was not considered a key tool to business development – that ' s why The Ultimate Question 2.0 was published.

~~The Ultimate Question 2.0 Book Review | Management Consulted~~

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~~A Speed Summary of The Ultimate Question 2.0 | Bain & Company~~

The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World Hardcover – September 20, 2011 by Fred Reichheld (Author), Rob Markey (Contributor)

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The Ultimate Question 2.0 explains how Apple, Amex, Intuit, Zappos and others are using a simple P&L accounting approach to customer relationships (profit-generating ‘ promoters ’ minus loss-making ‘ detractors ’) to thrive in a customer-driven world by building ‘ good profits ’ through profitable relationships with loyal fans.

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Review: The Ultimate Question 2.0 (Revised and Expanded Edition): How Net Promoter Companies Thrive in a Customer-Driven World User Review - Scott - Goodreads. A single paper about a simple score stretch paper thin across close to 300 pages.

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The Ultimate Question 2.0 is written in a manner that is both easy to read and understand, unlike books such as Hustle and The Impact Equation that are full of fancy buzzwords and fluffy concepts.. The authors placed an intense focus on just one concept, instead of trying to push across a bunch of highfalutin ideas at the same time like so many other business books.

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"This year, Reichheld, who is a fellow at Bain & Company as well as the founder of its loyalty practice, and Rob Markey, head of the company's global strategy and marketing practice, published The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World, an updated and expanded version of The Ultimate Question. The original lit the spark for the Net Promoter fire in ...

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