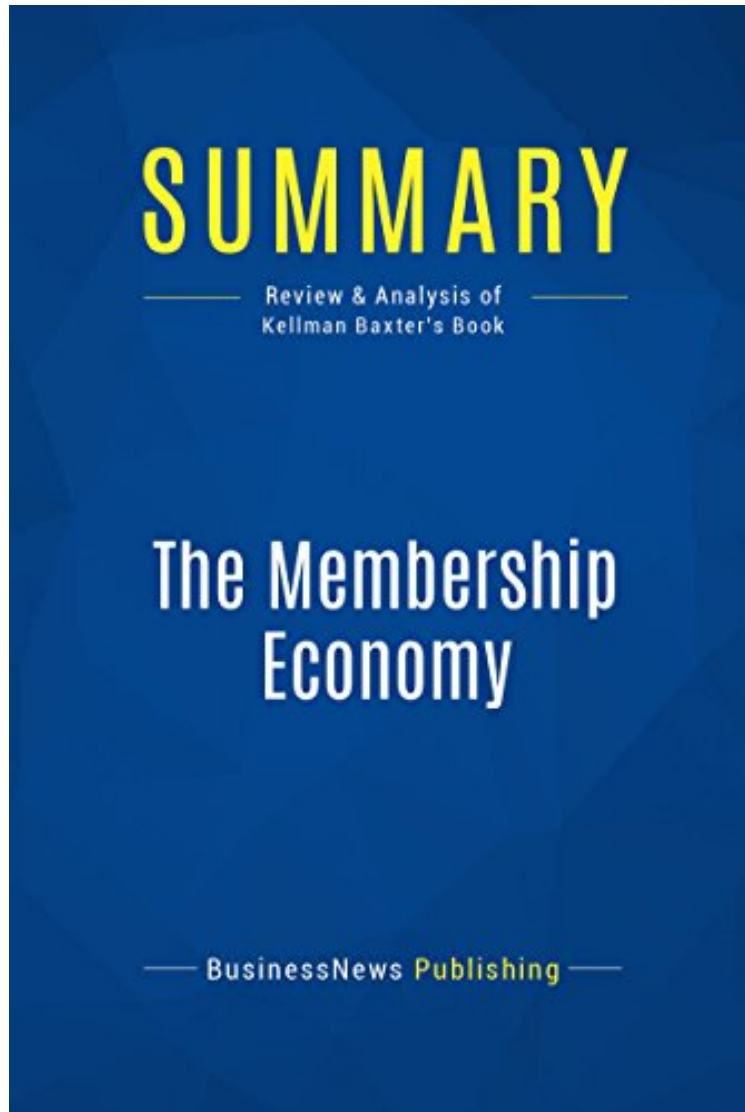


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BusinessNews Publishing : Summary: The Membership Economy: Review and Analysis of Kellman Baxter's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: The Membership Economy: Review and Analysis of Kellman Baxter's Book:

The must-read summary of Robbie Kellman Baxter's book: "The Membership Economy: Find Your Superusers,

Master the Forever Transaction and Build Recurring Revenue". This complete summary of the ideas from Robbie Kellman Baxter's book "The Membership Economy" highlights the fact that more and more corporate giants (like Apple and Amazon) are re-thinking their business models to go from selling individual products to offering memberships. These memberships generate recurring revenues and allow the customer to build a relationship with the company. Thanks to social media, it is now easier than ever for organisations to maintain relationships with customers on a long-term basis, which leads to customers remaining loyal to the company. By applying the seven strategies listed in this summary to your business, you will be able to retain customers and join the Membership Economy. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "The Membership Economy" to discover how to engage more with your customers and have a competitive edge over other companies.