3 Ways to Make Your Marketing More Customer-Focused

“The customer is always right” gained popularity as a catchphrase at the turn of the 20th century, when department stores were beginning to fight each other for market share. Presenting a “very generous attitude” toward customers was understood to be the way to a customer’s heart, and various retailers—from Marshall Field’s to Sears Roebuck &… https://www.adweek.com/digital/3-ways-to-make-your-marketing-more-customer-focused/