



Service, Service, Service! The Overarching Message of *You Can't Win a Fight with Your Client*

New Book by Ipsos Loyalty CEO Offers Useful Tips for Managing Successful Client Relationships

New York, NY, December 3, 2007 – Rule 6 says to know your client's objectives. Rule 11 is to deliver on your promise. Which is made a lot easier when you stick to Rule 20 and communicate. Because in the end it all comes down to Rule 26: You can't win a fight with your client!

And so states the title of Tom Markert's second book, *You Can't Win a Fight with Your Client*, a guide of helpful hints and suggestions on how to manage client relationships. Published by HarperCollins, Markert's latest effort provides clever, timeless advice on how to offer exceptional service. The new book is a follow-up to his previous effort, *You Can't Win a Fight with Your Boss*.

As multinational companies large and small have shifted their focus from manufacturing to providing services, keeping clients satisfied has become critical to the survival of every business. Yet, very few people have mastered the art of managing client relationships successfully. In *You Can't Win a Fight with Your Client*, Tom Markert argues that the secret to great service lies in understanding and applying a few fundamentals. In fifty small doses, he provides practical advice on how to manage your relationships with your clients and ensure they receive the kind of service that will keep them coming back for more.

A perfect resource for anyone working with clients at any level, *You Can't Win a Fight with Your Client* is the no-nonsense, straightforward guide to keeping clients happy in today's hypercompetitive and demanding business environment.

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About the Author

Tom Markert is CEO of Ipsos Loyalty Worldwide, a Market Research provider to many Fortune 500 companies, and is currently a member of the Board of Directors of State Auto, a publicly traded property and casualty insurer based in Columbus, Ohio. He has held leadership positions at ACNielsen, Citicorp, and Procter & Gamble and has held positions on the board of directors of the Australian professional basketball team the Sydney Kings and the American Chamber of Commerce in New South Wales, Australia. He lives in Connecticut. Markert is also the author of the book *You Can't Win A Fight with Your Boss*.

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Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.



In 2006, Ipsos generated 857.1 million euros (\$1.1 billion U.S.) in total revenues, of which 34% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

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Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2006, Ipsos generated global revenues of 857.1 million euros (\$1.1 billion USD).

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