

Best Selling Author of: *The Presentation Secrets of Steve Jobs* and *The Innovation Secrets of Steve Jobs*



Carmine Gallo has written the definitive playbook for any entrepreneur hoping to increase profits and establish their products and services firmly in the global marketplace.

“... Carmine’s book will help you understand and implement the same kind of world-class experience.”

—Guy Kawasaki, Author and former chief evangelist of Apple.

SECRETS REVEALED



How Apple Achieved Cult Status With Insanely Good Customer Service

The Apple Experience

The Apple Experience

Carmine Gallo



The Apple Experience

The Apple story, its founders, and employees of the business have been reported upon innumerable times. Here, however, is the definitive reveal on precisely how Apple crafted its meteoric rise to dominance as a purveyor of electronic personal devices from the retail side of its enterprise. Carmine Gallo, Author of “The Apple Experience” has honed his reputation as an expert on this company and he lets us in, here, on the methods employed and the core philosophy that drives consumer loyalty to its products, why we are fascinated by Apple and how it keeps its customers hooked.