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Connecticut-based clothing maven Jack Mitchell, of Mitchells/Richards, purports to teach readers a "hugging" system that values going the extra mile for clients through various initiatives, responses and sales tactics. To start with, this is a book that will only really apply if you're in the retail sector.

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"Hug Your Customers: The Proven Way To Personalize Sales And Achieve Astounding Results" by Jack Mitchell is a great book for entrepreneurs who operate service businesses and, especially, for business owners who

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operate retail operations. Jack Mitchell is co-owner and CEO of Mitchells/Richards, the upper-end clothing retailer.

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workplace, not necessarily through touch but by getting to know, pay attention to and being curious about those we do business with by taking the time to learn what matters to them.

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**Editions of Hug Your Customers:
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Hug Your Customers (2003) is based on the author's five decades of experience

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in crafting the perfect customer-centered business. “Hugging” your customers is about catering to their every need and organizing your entire company around them. Establishing a hugging culture is the most effective way to achieve financial success and keep your customers happy.

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Hug Your Customers by Jack Mitchell - Blinkist

Hugging your customers, he says, has nothing to do with being touchy-feely around them and everything to do with offering them over-the-top service. For Mitchell, that means literally offering a...

Nonfiction Book Review: HUG YOUR

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