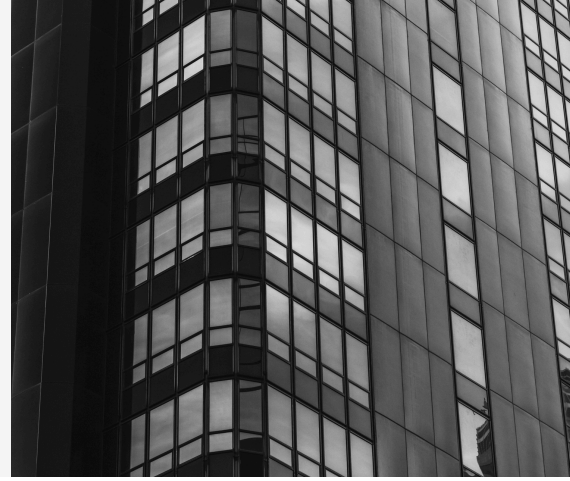


Recommended Reading: CX Booklist

These are essential reads for founders, teams, and professionals committed to building trust, retention, and customer-centered excellence.



Customer Experience & Loyalty

- **Never Lose a Customer Again – Joey Coleman**

Learn the emotional journey of customers in the first 100 days and how to turn them into lifelong advocates.

- **What Customers Crave – Nicholas Webb**

A practical guide to understanding what customers love (and hate) and designing standout experiences around that insight.

- **The Loyalty Effect – Fred Reichheld**

A foundational read on how small improvements in retention drive massive bottom-line impact.

- **The Power of Moments – Chip & Dan Heath**

Discover how to create standout moments that customers remember, return for, and talk about.

Trust & Relationship Building

- **The Power of Trust: How Companies Build It, Lose It, Regain It – Sandra Sucher & Shalene Gupta**

A deep dive into the mechanics of business trust—and what it takes to restore it when broken.

- **The Four Factors of Trust: How Organizations Can Earn Lifelong Loyalty – Ashley Reichheld & Amelia Dunlop**

Explore the research-backed framework of competence, reliability, integrity, and empathy—and how to lead with them.

Strategy, Messaging, & Brand Relevance

- **This Is Marketing – Seth Godin**

A mindset shift for anyone looking to create marketing that resonates and builds authentic connection.

- **Journey to Centricity: A Customer-Centric Framework for the Era of Stakeholder Capitalism – Ilenia Vidili**

A strategic, future-focused look at how customer centricity drives sustainability, innovation, and impact.

Want help applying these books to your business?

Follow @ElringtonExperience on IG for more trust-building strategies.

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