

The Relationship Economy

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Synopsis

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Creating authentic customer connections in a high-tech world

In *The Relationship Economy*, author John DiJulius teaches business leaders about the importance of relationship building in the digital age. He argues that in spite of (and because of) the advances in tech, we've become a less connected society. We have dramatically evolved away from face-to-face communication, and the skill of building rapport is evaporating. This means that customer personalization and relationships are more important now than ever - and they will be the key to success for businesses moving forward.

As he aptly states, "Being able to build true sustainable relationships is the biggest competitive advantage in a world where automation, artificial intelligence, and machine learning are eliminating the human experience, which is what creates the emotional connections that build true customer loyalty."

This book reminds listeners of the importance of personal connections and shows them how to attain meaningful, lasting relationships with their customers.

PLEASE NOTE: When you purchase this title, the accompanying PDF will be available in your Audible Library along with the audio.

Reader's comments

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