

## Appendix G – Bibliography of Relevant Customer Experience Articles

Temkin, Bruce D. “The Customer Experience Journey”, September 17, 2008, Forrester.

Temkin, Bruce D. “The State of Customer Experience”, February 19, 2010, Forrester.

“2010 Social Media Marketing Industry Report”, April 2010, by Michael A. Stelzner

“Understanding Customer Experience”, Christopher Meyer and Andre Schwager. Harvard Business Review, February 2007.

“Silo Busting: How to Execute on the Promise of Customer Focus”, by Ranjay Gulati. Harvard Business Review, May 2007.