



# The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level

*Colin Shaw, Ryan Hamilton*

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Building on the work of Daniel Kahneman (*Thinking Fast and Slow*), Dan Ariely (*Predictably Irrational*), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

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