



Lerzan Aksoy

Unlock the power of loyalty with the groundbreaking insights of this expert

In Anticipation of the Release of *Why Loyalty Matters*

“At a time when some corporate executives raked in millions of dollars—while laying off many of their most loyal, long-term employees with some pundits proclaiming that’s just fine—it’s time for a book that spells out exactly ‘Why Loyalty Matters.’ I hope that every CEO in the world reads this book.”

—**Roland Rust, Distinguished Professor of Marketing, University of Maryland and bestselling author of *Customer Equity Management***

“This is a supremely practical book with a profoundly moral message: that the quality of our lives, the productivity of our organizations and the depth of our relationships are inextricably related. This book should not be used only as a guide for leaders, but as a guide for life.”

—**Joseph Grenny, New York Times bestselling co-author**

“What makes the final difference in personal and professional relationships? Loyalty is the difference maker ... Lerzan reminds us that personal qualities always transcend the technical!”

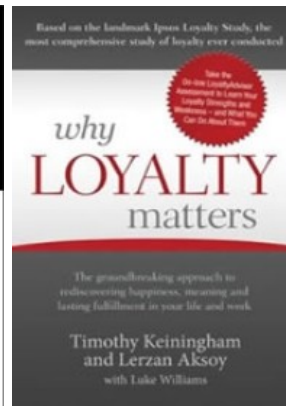
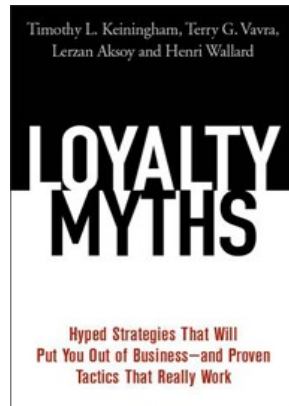
—**Bob Beaudine, President & CEO, Eastman & Beaudine**

“Why Loyalty Matters powerfully demonstrates a fundamental truth that we forget all too often—that it is indeed good business to be good to one another.”

—**Rita G. McGrath, Professor of Management at Columbia University, and Consultant**

Lerzan Aksoy is a professional speaker and outstanding business author. She is also an associate professor of marketing at Fordham University. In 2007, she was recognized as top young scientist of the year in Turkey by the Junior Chamber International (TOYP Award for Scientific Leadership).

In addition to writing a myriad of academic and professional articles, Lerzan has co-authored several business books. Her most recent books include *Customer Lifetime Value and Profit Maximization through Customer Relationship Marketing*, and *Loyalty Myths*. Soundview Executive Book Summaries selected *Loyalty Myths* as one of the 30 Best Business Books of 2006.



Lerzan’s next book, *Why Loyalty Matters*, will be released mid-summer 2009. Based on her groundbreaking research, it will provide compelling insight into how our loyalties, large and small, lay the foundation for our own happiness, and determine the kind of world we live in. *Why Loyalty Matters* is a different kind of book on relationships, one that offers a comprehensive guide to understanding what loyalty is, what it isn’t, and how to unlock its

power in our professional and personal life. Examining the role of loyalty in all aspects of our lives, it offers a new and potentially life-changing way to understand our innate need for loyalty, as well as our ability to sustain loyal relationships throughout our lives. *Why Loyalty Matters* is both a powerful contribution to the science of loyalty research, and a gift to all those who lament the decline in loyalty we witness all around us and therefore seek to build the foundation for lasting fulfillment and business success.

Lerzan serves on the advisory board of the *Journal of Relationship Marketing*, the editorial review board of the *Journal of Service Research*, and the *International Journal of Service Industry Management* and is an ad hoc reviewer for *Journal of Marketing*, and *Cornell HRA Quarterly*. She holds a BS from Hacettepe University in Ankara, Turkey, and was awarded the Fulbright Scholarship to pursue her MBA degree at George Mason University. She has also earned a doctorate in marketing from University of North Carolina at Chapel Hill’s Kenan Flagler Business School.

Lerzan is available to present a wide variety of programs as an individual speaker, or as a co-presenter with her co-author and husband, Tim Keiningham.



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