

## About Beyond Philosophy

Founded in 2002 by Customer Experience author and thought leader Colin Shaw and business partner David Ive, Beyond Philosophy has since become a leader in helping organizations to create deliberate, emotionally engaging Customer Experiences that drive value, reduce costs and build competitive advantage.

The company specializes in strategic consultancy services, custom research, training and education. Beyond Philosophy has pioneered new, proprietary methods for analyzing both the rational and emotional sides of the Customer Experience.

## Publishing

Beyond Philosophy and its leadership have written and published four internationally bestselling books:

***Building Great Customer Experiences***, by Colin Shaw and John Ivens  
(ISBN-10:1403939497; ISBN-13: 978-1403939494)

***The DNA of Customer Experience: How Emotions Drive Value***, by Colin Shaw  
(ISBN-10:0230500005; ISBN-13: 978-0230500006)

***Revolutionize Your Customer Experience***, by Colin Shaw (ISBN-10: 140393603X; ISBN-13: 978-1403936035)

***Customer Experience: Future Trends and Insights***, by Colin Shaw, Qaalfa Dibeehi and Steven Walden (ISBN-10: 0230247814; ISBN-13: 978-0230247819)

The books are available through the company's website or any major bookseller.

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