USERS
NOT CUSTOMERS

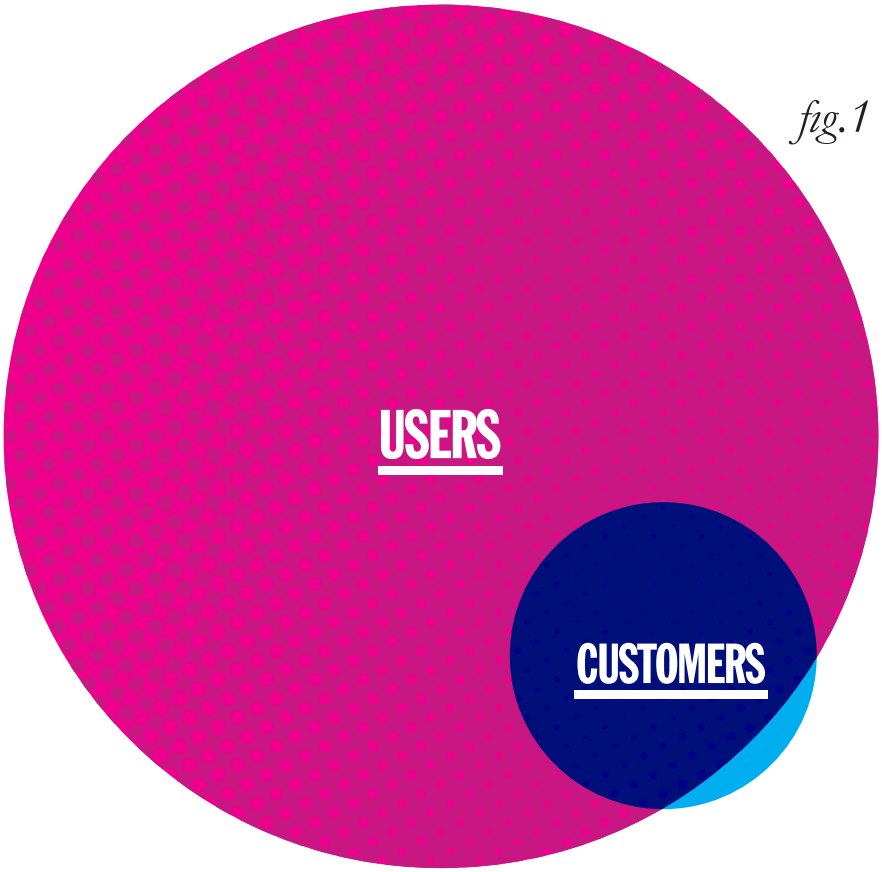


fig.1

1. Who really determines the success of your business

AARON SHAPIRO
CEO OF HUGE

USERS NOT CUSTOMERS

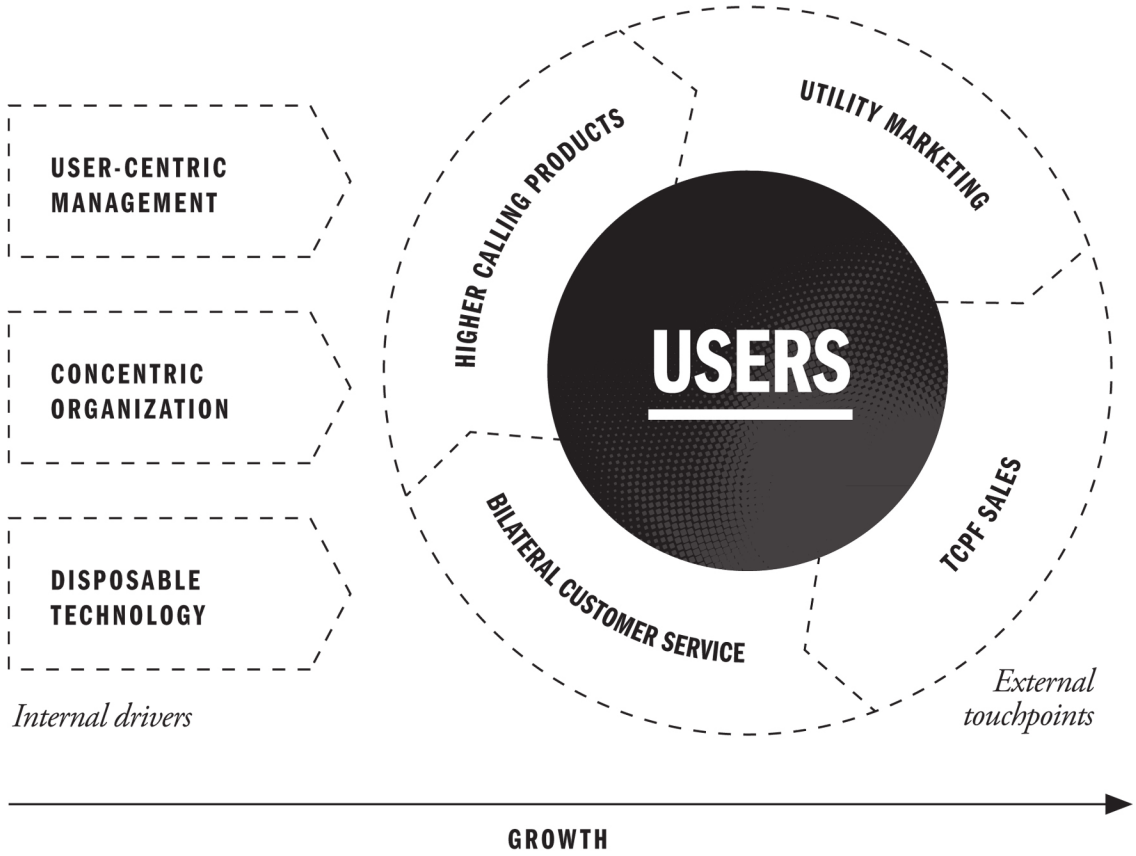
Who Really Determines the Success of Your Business

AARON SHAPIRO

PORTFOLIO/PENGUIN

The 7 Elements You Need

Adapt Your Business for the Digital Economy



Aaron Shapiro is CEO of HUGE a digital agency that helps companies reimagine how they interact with their customers and manage their business in the online economy. He is the author of Users Not Customers, you can learn more about Aaron and his book at **usersnotcustomers.com**.