

Contact: Jill Z McBride jill@forza-marketing.com 513-231-5115
or Lisa Biank Fasig lisa@forza-marketing.com

Leading Loyalty Executive To Reveal Hidden Steps to Forging Profitable Business-to-Business Relationships in eBook

***The Loyalty Leap for B2B*, by LoyaltyOne President Bryan Pearson Now Available for Download**

NEW YORK (July 10, 2013) – Bryan Pearson, bestselling author and an expert on how to use customer data to create emotional brand loyalty, has now tackled an even more challenging task: building customer-engagement initiatives that benefit business clients.

In his latest book, ***The Loyalty Leap for B2B: Turning Customer Information into Customer Intimacy***, Pearson, president of LoyaltyOne, draws on more than 20 years experience in building customer loyalty in an information age, this time applying his time-proven principles in the business-to-business context. The e-book, which includes case study examples from American Express, Teradata and others, was just published by the Portfolio imprint of Penguin Group in the United States and Canada.

LoyaltyOne is a global leader in loyalty program operations, making Pearson a rare expert at extracting the data insights that enable companies to service their customers in ways that are mutually beneficial.

“Most corporations have the tools to identify their best customers and understand their buying habits,” Pearson said. “But few know how to use these tools to build a loyalty or customer engagement program that can be used, with equal advantage, by their business clients.”

Pearson published his first book, *The Loyalty Leap: Turning Customer Information into Customer Intimacy* in May 2012. Since then, *The Loyalty Leap* has made the best-seller lists of the *New York Times*, *Wall Street Journal* and *USA Today*. Excerpts have been included in national magazines including *Fast Company*. Most important, the book’s message has inspired many organizations and marketing experts to change the way they use their data so that it benefits both them and the customer.

***The Loyalty Leap for B2B: Turning Customer Information into Customer Intimacy* applies this**



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LoyaltyOne

438 University Avenue, Suite 600
Toronto, Ontario M5G 2L1
416 228-6500

loyalty.com

message in the business setting, to reveal:

- **The required principles** for making the Loyalty Leap in B2B relationships across the small business, large enterprise and channel marketing segments
- **The key differences between** business-to-customer and business-to-business loyalty initiatives and how to use customer data to support a company's goals
- **The six steps to building a loyalty initiative** that will produce enduring business relationships while improving revenue and productivity
- **Best-practices case studies** from leading organizations that illustrate the Loyalty Leap's six steps and principles in practice

Publication of *The Loyalty Leap for B2B* was arranged by James Levine of Levine Greenberg Literary Agency Inc., in New York.

"*The Loyalty Leap for B2B* is a brief but important sequel to Bryan Pearson's original book," said Will Weisser, Vice President and Associate Publisher of Portfolio/Penguin. "No one knows more than Bryan about building engagement in the competitive business-to-business environment, using the best resource available – customer data."



About Bryan Pearson:

Bryan Pearson is an internationally recognized expert and author in the fields of enterprise loyalty and coalition marketing. As President of LoyaltyOne, a pioneer in loyalty strategies and measured marketing, he heads six global enterprises, leveraging the knowledge of 120 million customer relationships over 20 years to create relevant communications and enhanced shopper experiences.

A sought-after speaker and author of the bestselling book ***The Loyalty Leap: Turning Customer Information into Customer Intimacy***, Bryan has presented in North and South America, Europe and Asia. He has been quoted in more than 150 news outlets, including *The Wall Street Journal*, *Forbes*, *BusinessWeek*, the *Los Angeles Times*, *MSNBC* and the *Atlanta Journal-Constitution*. He is a regular contributor to *Fast Company*, *Retail Customer Experience*, *Customer Think* and *COLLOQUY*. He is a member of the Executive Committee of Alliance Data, owner of LoyaltyOne.

About LoyaltyOne

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world. LoyaltyOne's unparalleled track record delivering sustained business performance improvement for clients



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stems from its unique combination of hands-on practitioner experience and continuous thought leadership. LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier coalition loyalty program and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the equity partner of Direxions, a loyalty pioneer headquartered in India and the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry. LoyaltyOne is an Alliance Data company. For more information, visit www.loyalty.com.



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