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Fader is the author of Customer Centricity: Focus on the Right Customers for Strategic Advantage and coauthor with Sarah E. Toms of the book The Customer Centricity Playbook. He has been quoted or featured in The New York Times, The Wall Street Journal, The Economist, The Washington Post, and on NPR, among other media. In 2017, Professor Fader was named by Advertising Age as one of its inaugural "25 Marketing Technology

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“Peter Fader and Sarah Toms have a talent for translating the complexities of customer centricity into accessible and actionable insights. With *The Customer Centricity Playbook*, they offer us a practical guide to establishing a customer-centric organization, essential reading for those who aspire to market leadership, regardless of industry.”

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