



Prof. Luis Maria Huete

Professor at the IESE Business School



CSA CELEBRITY SPEAKERS

Luis Maria Huete is a leading authority on management issues and is a specialist in the creation and development of profit enhancing business strategies. He is a best-selling author and has been a visiting professor at a number of prestigious universities and business schools throughout the world. In his most recent book, 'Clienting', Luis explores low cost systematic processes aimed at gaining the loyalty of customers.

Leading Expert in Customer Value Management Strategies

In detail

With a Degree in Law (1978), Master in Business Administration (IESE, 1982) and Doctor in Business Administration (Boston University, 1988); his doctoral thesis was given an academy prize by the Decision Sciences Institute of Atlanta, Georgia, as the best doctoral thesis completed in the year 1988 in the United States.

What he offers you

Luis is able to offer decision makers from all fields the ideal business strategies for their organisations aimed specifically at creating customer loyalty and consequently customer driven profitability.

How he presents

An accomplished teacher, Luis is an energetic and motivating speaker who captivates audiences with his information-filled and enlightening presentations.

Topics

The Value-Profit Chain
Managing Change
"Clienting": Managing Customer Loyalty and Profitability
What Does it Take to Live a Fulfilling Life?
Emotional Intelligence and Leadership Styles

Languages

Luis speaks fluently in Spanish and English

Want to know more?

Give us a call or send us an email to find out exactly what Luis Maria Huete could bring to your event

How to book him?

Simply phone, fax or email

Publications

2003

Clienting

1999

The Future of Professional Firms

1997

Services and Profits

1996

Revitalising Services

1995

Towards a New Management Paradigm