

## **Broad Book Group Announces Publication of *The Age of Customer Equity*; Author Provides Insight into How Companies Should Humanize Data to Connect with Customers**

*Broad Book Group, a boutique publishing company focused on helping businesses and authors grow brand presence through books, recently published and launched *The Age of Customer Equity: Data-Driven Strategies to Build a Sustainable Company* by Allison Hartsoe.*

EDWARDSVILLE, Ill. ([PRWEB](#)) October 28, 2021 -- Broad Book Group, a boutique publishing company focused on helping businesses and authors grow brand presence through books, recently published and launched *The Age of Customer Equity: Data-Driven Strategies to Build a Sustainable Company* by Allison Hartsoe.

“Broad Book Group is thrilled to work with Allison to bring Fortune 500 concepts to the hands of entrepreneurs and business owners of all backgrounds through the *The Age of Customer Equity: Data-Driven Strategies to Build a Sustainable Company*,” said Jennifer Dorsey, co-founder of Broad Book Group.

“Small and large businesses alike must collect customer data to maintain and increase their relevance. Smart companies collect it, humanize it, and learn from it to better understand their customers and create strategies that develop better products and deeper consumer trust. Focusing in on a successful data-driven strategy is an art, and it’s one that Allison has perfected over the course of her career. Her ability to distill what should happen after the email address is acquired in an easy-to-follow way is that drew Broad Book Group to her project.”

Author Allison Hartsoe

Hartsoe is the founder of Ambition Data, a digital data company based in Portland, Ore. Her experience and passion for analysis allows her to see future trends and relate it to the tactical moves her clients need to make today. She has built and executed digital customer analytics strategies for Fortune 500 customers including Nike, BlackRock, New England Biolabs, GlaxoSmithKline, HP, Intel, Microsoft, and Seagate, as well as fast DTC companies including Dagne Dover, Paul Fredrick, and Xero Shoes. Hartsoe is published in Forbes, MIT Technology Review, and Fast Company. She has hosted the Customer Centricity Conference at Wharton and was recently named one of the Top 100 Women in Technology.

The Age of Customer Equity

In *The Age of Customer Equity*, Hartsoe helps readers cut through the noise and provides the tools necessary to humanize data to connect to the right customers at the right time. Interviews with customer-centric data leaders and case studies shine a light on the successes and struggles of data analytics leadership to give a sense of reality and arm the readers' strategic thinking. Hartsoe teaches people how to:

- Uncover customer behavior, identify opportunities to amplify marketing ROI, and optimize opportunity costs.
- Alight teams to clear hurdles and create long-term 9- and 10-figure gains.
- Spot the largest vulnerabilities in a company, diagnose what is needed, and build a journey to a more



powerful customer-centric future.

Learn more about The Age of Customer Equity at <http://www.ahartsoe.com> and purchase the book from <http://www.barnesandnoble>, <http://www.amazon>, and <http://www.bookshop.org>.

#### About Broad Book Group

Broad Book Group is a boutique publishing company specializing in publishing nonfiction books in the United States. The team at Broad Book Group has a combined experience of more than 20 years in the book publishing industry. Based in Huntington Beach, Calif., the company works with small presses and large national publishers in history, technology, lifestyle, self-help, business, and professional development categories. The company provides comprehensive editorial, project management, publishing, printing, branding, and marketing services. In addition, Broad Book Group provides writing and publishing support through robust educational courses. Learn more at <http://www.broadbookgroup.com>.



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