



Netflix: Striving for Customer Satisfaction

Dr. Wagih R. Elgohary

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This study focused on customer satisfaction and loyalty to Netflix. Customer satisfaction is an important issue for Netflix. Several scholars have indicated that Netflix business strategies have caused customers to be dissatisfied. Also, Netflix has faced several lawsuits from unsatisfied customers.

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David Lacey:

In this age globalization it is important to someone to obtain information. The information will make professionals understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher which print many kinds of book. Often the book that recommended for you is Netflix: Striving for Customer Satisfaction this reserve consist a lot of the information from the condition of this world now. This book was represented so why is the world has grown up. The words styles that writer make usage of to explain it is easy to understand. Often the writer made some research when he makes this book. Here is why this book acceptable all of you.

Tony Valdez:

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