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Larry Crosby is Chief Loyalty Architect of the global research and consulting firm Synovate. A recognized authority with 30-plus years in the field as an academic and practitioner, Larry has advanced the state-of-the-art in analyzing customer loyalty and applying research to improve business management. His published contributions have helped to move the entire industry's knowledge base from satisfaction to loyalty to customer experience management.

Larry keynotes at numerous national and international conferences, has authored more than 60 articles and papers that have appeared in leading business and social science publications, and co-authors a bi-monthly column on customer bonding in *Marketing Management*.