

How Netflix and Amazon Earn Customers for Life

Robbie Baxter helps companies reinvent their businesses by shifting relationships with customers from transactional to long-term membership. Leaders in this approach, like Amazon and Netflix, are successful and resilient because they clearly identify a problem customers want solved and promise to continuously solve it over the long haul. Though the exact solution may change, the promise stays the same.

“There’s a lot of pressure, especially from Wall Street, on the short term,” Baxter says. “But the best companies are asking, ‘What can we do for our customers forever?’”

We caught up with Baxter to talk about her latest book, [The Membership Economy](#), and learn more about how the “forever promise” is transforming the way we do business.

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