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Subject: Finding ways of attracting new customers and doing business

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Getting new customers. Finding new ways of doing business. These kinds of goals are at the core of everything Guy Kawasaki does. That's why OPEN Forum® from American Express has partnered with the entrepreneur, author, and brand evangelist to bring you the first in a series of guides to help you grow your business.

In "The Art of Getting Customers," you'll find:

- What five key attributes define great products and services
 - Why you should have a mantra for your business
- How to create a "virtuous cycle" that brings in new customers

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