



# The Truth About Customer Experience (Harvard Business Review)

*Alex Rawson, Ewan Duncan, Conor Jones*

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Alex Rawson and Ewan Duncan, partners in McKinsey's Seattle office, and Conor Jones, a partner in its Dublin office, write about why it's the customer's end-to-end journey that is most important - not touchpoints.

This article was first published in the September 2013 issue of *Harvard Business Review*.

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