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**The Bob Pritchard Radio Show**  
**Tuesday at 5 PM Pacific**  
**March 11th 2014: It Is Critical To Know The Cost Of Customer Acquisition And The Return Per Customer**

We discuss the critical importance for every entrepreneur to understand the cost of customer acquisition and the return per customer. It is amazing how many established business owners do not know these essential details. We discuss the how, when and why; the G2 crowd rankings of social media management products; Instagram grabs another hundred million dollars from traditional media; Staples and RadioShack to close the newly 1500 stores due to online competition; Apple versus Samsung... The next product could be the decider. But we also discuss how to address an increasingly multicultural b

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### Featured Guest



#### Robert Stock

Robert Stock started his extensive career in fashion design, when he met fellow fashion designer Ralph Lauren. Together they launched Ralph Lauren's highly successful Chaps collection. He then went out on his own and created Country Roads by Robert Stock and became an award-winning fashion designer receiving a Coty Award for "Best American Sportswear Designer" and a prestigious Cutty Sark Award for "Leading American Men's wear Designer." In 2000, Stock felt bored and uninspired by the garments that made up the men's wear industry. He noticed there was a void in the market and quickly began developing a line that spoke to a niche in luxury men's wear that craved pops of color and interes

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