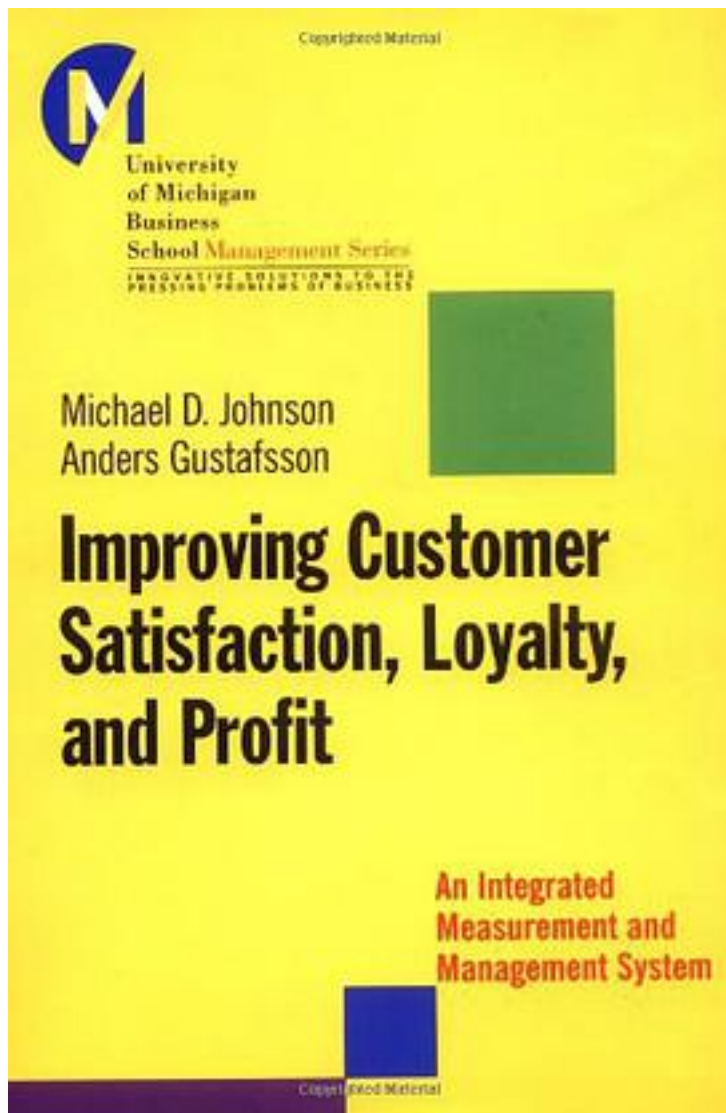


Improving Customer Satisfaction, Loyalty, and Profit



[Improving Customer Satisfaction, Loyalty, and Profit_下载链接1](#)

著者:Johnson, Michael D./ Gustafsson, Anders

出版者:John Wiley & Sons Inc

出版时间:2000-8

装帧:HRD

isbn:9780787953102

A Book in the University of Michigan Business School Series It's a simple equation: no customers equals no profits. So how can a company ensure that its customers enjoy a consistently satisfying experience? In this book, two experts from the University of Michigan Business School lay out a five-stage process that links all of the key measures of customer satisfaction with marketing strategy and product development to guarantee excellent customer service. Johnson and Gustafsson show managers how to break down the organizational barriers that defy great customer service and instead tie together their customer value chain to create a cohesive customer measurement and management system. So, if like most companies, yours has only a fleeting understanding of its relationship with its customers, this book offers the organizational know-how to make and keep them happy.

作者介绍:

目录:

[Improving Customer Satisfaction, Loyalty, and Profit_ 下载链接1](#)

标签

1

评论

[Improving Customer Satisfaction, Loyalty, and Profit_ 下载链接1](#)

书评

[Improving Customer Satisfaction, Loyalty, and Profit_下载链接1](#)