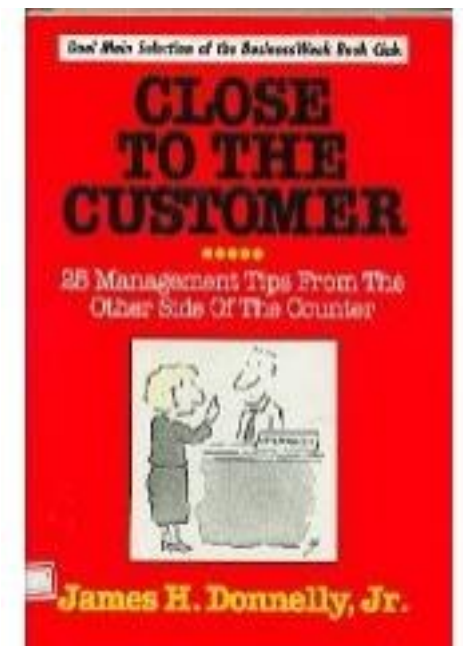


Close to the Customer: 25 Management Tips from the Other Side of the Counter



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Book Description In a decade where customer satisfaction can mean the success or demise of an organization, customers still encounter barriers to information, inflexible corporate policies, and unenthusiastic employees who leave consumers with everlasting impressions--negative ones. Author James H. Donnelly, Jr, offers proven guidelines management must implement to keep customers satisfied. Through 25 real-life episodes, Dr. Donnelly shows the three important areas where companies must improve performance before they can improve their level of customer satisfaction: What customers know about satisfying customers; What customers know

about managing people; What customers know about leadership.

作者介绍:

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