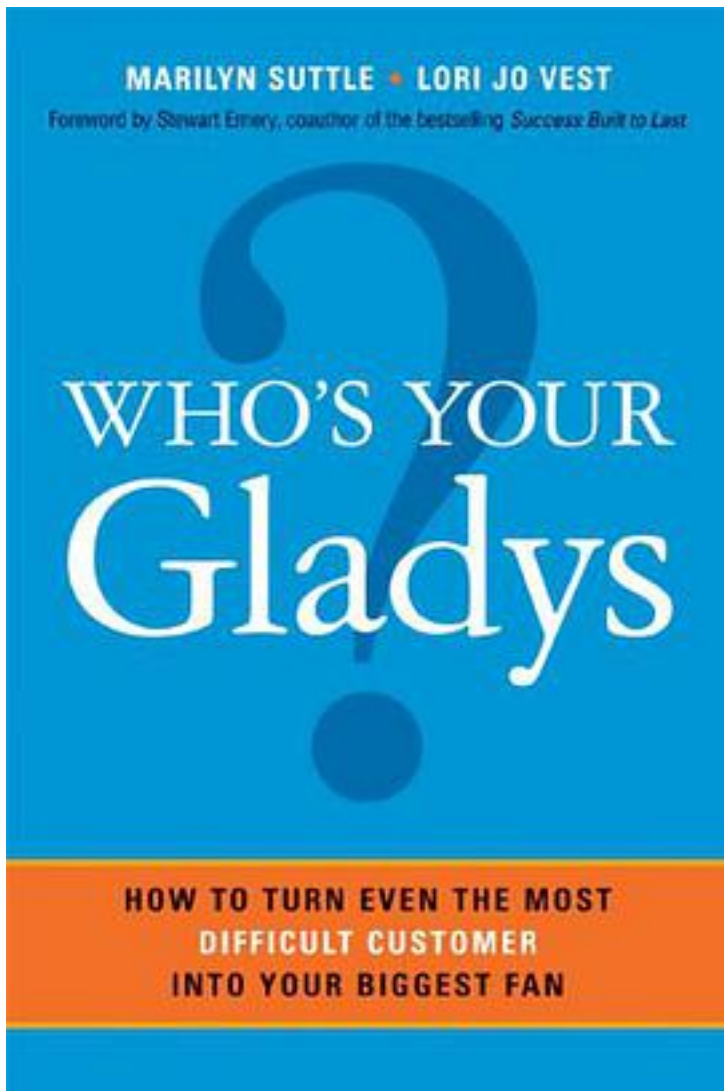


# Who's Your Gladys?



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出版者:

出版时间:2009-8

装帧:

isbn:9780814414392

Every customer oriented business has its own Gladys; someone who demands more than most companies are able or willing to give, one who pushes front line service representatives' buttons, one who requires a higher degree of skill to manage. One who let's just say it can be difficult. Yet how is it that some businesses prove able not only to satisfy their 'Gladys', but turn her into one of their most loyal, utterly pleased customers? Filled with inspiring real-life case studies, "Who's Your Gladys?" reveals how large and small companies from a variety of industries avoid creating difficult customers in the first place.

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