

Why Should I Give a ***** about Quality?: Understanding and Profiting from the Customer-Led Quality Revolution (Paperback)



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Reviews




Complete guideline for publication fans. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Llewellyn Terry)

WHY SHOULD I GIVE A ***** ABOUT QUALITY?: UNDERSTANDING AND PROFITING FROM THE CUSTOMER-LED QUALITY REVOLUTION (PAPERBACK)



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Lulu Publishing Services, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In today's world of social media, instant communication and the desire to share opinions (good and bad), your customers are more powerful than ever and holding on to them is becoming more difficult. A revolution is underway. If your organisation is ready to take advantage of the opportunities this revolution offers, then this guide is for you. Authors Ian and Sheila Purdy show that everything that you and your staff do can have a positive effect on your customers experiences and perceptions of your organisation. They present straightforward ideas for building the voice of your customers into your processes and creating an environment in which quality is everyone's business. Presenting a pragmatic approach, this guide will help your organisation refocus its quality system and so profit from this customer-led quality revolution.

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