



Crowning the Customer: How to Become Customer-driven (4th Revised edition)

By Feargal Quinn

O'Brien Press Ltd. Paperback. Book Condition: new. BRAND NEW, Crowning the Customer: How to Become Customer-driven (4th Revised edition), Feargal Quinn, How to become Customer Driven Customer service is the competitive business battleground of the twenty-first century. This book, by an internationally acclaimed entrepreneur, is a hands-on guide for people who run businesses or work in them, written in simple jargon-free style. He explains: * The 'Boomerang Principle' (bringing the customer back) * How to get the feel of the market place * How to listen effectively to the customer * Customer panels * Why you should increase the number of complaints * How to introduce fun and surprise into business. An essential handbook for managers, company directors, employees and students.

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