



Customers Are The Agenda: A Practical Guide to Customer-centric Management (Paperback)

By Stephen Hewett

Management Books 2000 Ltd, United Kingdom, 2013. Paperback. Condition: New. Language: N/A. Brand New Book. Customers are not on the agenda. They ARE the agenda. Top consultant Stephen Hewett shows how to put Customer-Centricity at the heart of everything you do. It is not enough to have a strong customer service team - customers must be the principle focus of every aspect of business operation, not just the direct customer interface. Hewett's new book provides a highly practical guide designed to enable busy managers to achieve instant results. Broken down into 30 key areas, the book offers an easy reference tool which can be applied in almost any business context. Customer-Centricity is the new buzzword in management circles. This book shows readers at all levels how to put it into practice.



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