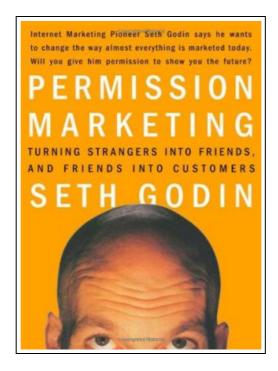
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Simon & Defect Condition: At Customer Service! Summary: William C. TaylorFounding Editor, Fast CompanyGodin and his colleagues are working to persuade some of the most powerful companies in the world to reinvent how they relate to their customers. His argument is as stark as it is radical: Advertising just doesn't work as well as it used to -- in part because there's so much of it, in part because people have learned to ignore it, in part because the rise of the Net means that companies can go beyond it.



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