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Título: Value Profit Chain: Treat Employees Like Customers And Customers Like Employees

Autor: Heskett / Sasser / Schlesinger Precio: \$420.00

Editorial: Año: 2003

Tema: Edición: 1ª

Sinopsis ISBN: 0743225694

Serving employees well and knowing when to "fire" a customer will boost a firm's bottom line, according to this team of Harvard Business School professors. The authors of The Service Profit Chain here stress the creation of lifetime customers and detail the complex relationship between employee satisfaction, customer retention and profitability.

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