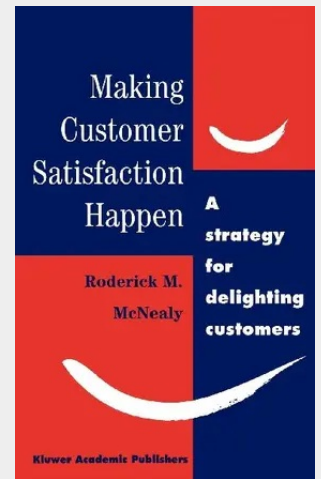


McNealy

Making Customer Satisfaction Happen

This book provides the focus for an organisation's Total Quality Management process; the achievement of 'world-class' customer satisfaction. The book draws exclusively from actual case studies of world leading companies.

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106,99 €

99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780412589201

Medium: Buch

ISBN: 978-0-412-58920-1

Verlag: Springer

Erscheinungstermin: 30.09.1994

Sprache(n): Englisch

Auflage: 1994

Produktform: Gebunden

Gewicht: 1050 g

Seiten: 192

Format (B x H): 160 x 241 mm

