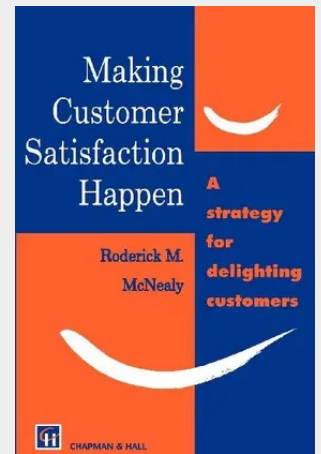


McNealy

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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