



The Only Thing That Matters: Bringing the Power of the Customer Into the Center of Your Business

Karl Albrecht

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In this practical, down-to-earth guide for managers at all levels, Karl Albrecht re-defines the quality and service issues by fusing them into one all-powerful concept: Customer Value. He shows you how to implement the key practices of the outstanding customer-focused companies. This is a valuable book for all managers and one that resonates with the current business environment. His pioneering concept of customer value modeling shows you how to build a strategic focus based on customer value, and how to deploy the concept all through the organization. Using his Total Quality Service (TQS) model as a framework, he guides you through the transformation process, showing you how to avoid the 'fizzle factors' and actually deliver a superior customer value package. Jan Carlzon, CEO of Scandinavian Airlines, says, "Makes a convincing case for basing efforts to improve quality on added value to the customer. Thought-provoking." Provide a copy of *The Only Thing That Matters* to each of your executives, managers, and team leaders.

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