



Creating a Customer-Centered Culture: Leadership in Quality, Innovation, and Speed

Robin L. Lawton

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Many organizations have found it difficult to transfer the Voice of the Customer methods and technologies developed for manufacturing quality and apply them to knowledge and service work. This how-to guide makes it easier! Lawton challenges the traditional thinking about quality and service and provides approaches for integrating the two into a plan that works. Covers successfully applying formal quality management methods--from Taguchi, Deming, and others--to the service enterprise.

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