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CUSTOMER CULTURE: HOW FEDEX AND OTHER GREAT COMPANIES PUT THE CUSTOMER FIRST .



Financial Times Prentice Hall, 2003. Taschenbuch. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Many people have written about creating customer-centered organizations. Michael Basch actually did it--better than anyone else. He was the co-founder of Federal Express, and the VP of Sales, Marketing and Customer Service. He built the systems, created the processes and developed the culture that made FedEx the legend it still is today in...

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- Authored by Michael D.; Basch
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