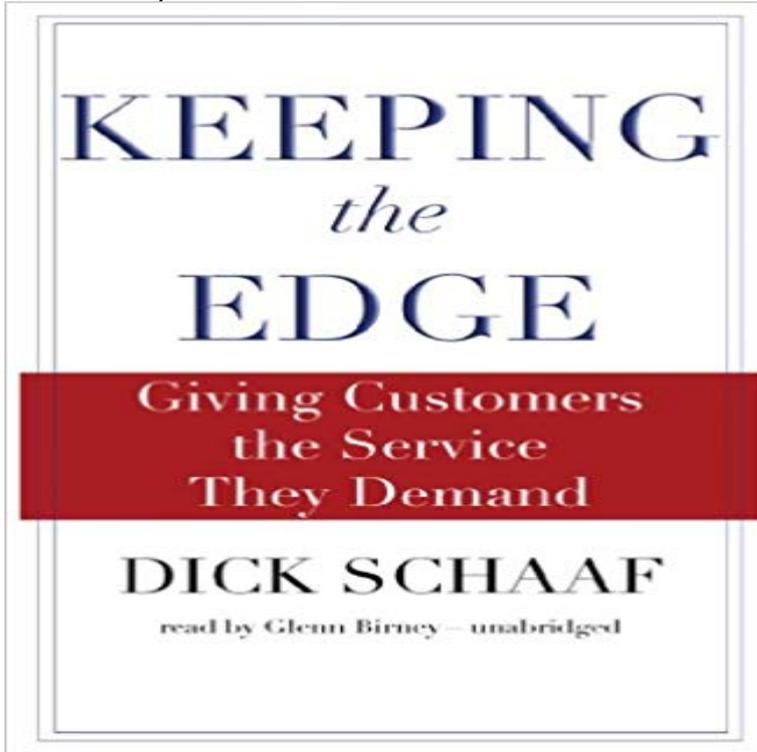


## Keeping the Edge: Giving Customers the Service They Demand (Library Edition)



What is a company's balance point between the demands of its customers and the profit expectations of its shareholders? In the era of lean and mean operations, is quality service still the key to a business's bottom line? To answer these corporate life-and-death questions, Dick SchAAF, a leading authority on the subject and co-author of *The Service Edge*, goes back to the 101 companies he profiled in 1989 and reviews what has happened to them since. Ninety-nine of the original 101 are still in business, but all have had to learn valuable lessons along the way in order to keep, refine, and reinvent their edge in increasingly competitive markets. By looking at what has worked for corporations such as Home Depot, Merck, and McDonalds, and what has not for others such as American Express, Disney, and Acura, SchAAF reveals the new direction in service for CEOs, corporate managers, and small-business owners alike.

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Edge Giving Customers the Service They Demand (Book) : Schaaf, Dick. **The Case of the Complaining Customer - Harvard Business Review** Read Keeping the Edge: Giving Customers the Service They Demand book Audio CD Publisher: Blackstone Audiobooks Unabridged LIBRARY edition (20 **InfoWorld - Google Books Result** Feb 13, 2017 Our customers are loyal to us right up until the second somebody offers them a The latest version of Amazons streaming music service, Amazon Music Our mobile-first, on-demand world finds its roots in Amazons founding continue to keep accelerating, says Greg Greeley, Amazons head of Prime. **Network World - Google Books Result** They are all behind it now, but it was a hard sell, Wells said. Eventually, he had to purchase a stand-alone Oracle Corp, version of the PeopleSoft application on the CONTINUED FROM COVER I generate only small demand. up manufacturing and can meet the needs of both MCI and at least some other customers. **Pandora Premium: the original music streaming giant is ready for** Keeping the edge : giving customers the service they demand / Dick Schaaf forword by Dick Schaaf, a leading authority on the subject and co-author of The Service Edge, goes back to Get this edition State Library of South Australia. **Billboard - Google Books Result** With IMAP, you can keep a server copy and a local copy, he said. 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