



## Total Customer Service: The Ultimate Weapon: A Six Point Plan for Giving Your Company the

By William H. Davidow

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Customer Service: The Competitive Weapon for the 1990s Demand for total customer service is rolling over business like a juggernaut. Companies that master service will triumph; those that ignore it will be swept into bankruptcy. *Total Customer Service* shows why understanding customer service is imperative, how to achieve it, what it costs, and provides a six-point plan for acquiring the decisive weapon in business wars. The Six-Point Plan for Gaining the Competitive Edge

- Devise a service strategy
- Get top managers to behave like customer service fanatics
- Concentrate on motivating and training employees
- Design products and services that make good customer service possible
- Invest in service infrastructure
- Monitor achievement of customer service goals

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### **Editorial Review**

#### **About the Author**

William H. Davidow (at right) is a general partner at Mohr, Davidow Ventures in Menlo Park, California. He has held senior marketing positions at Hewlett-Packard and Intel, and he is the author of *Marketing High Technology*. Bro Uttal (at left) is a consultant who focuses on problems of technology management. He coauthored this book while a member of the Board of Editors of *Fortune* magazine.

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Total Customer Service: The Ultimate Weapon: A Six Point Plan for Giving Your Company the can be one of your basic books that are good idea. Most of us recommend that straight away because this book has good vocabulary that could increase your knowledge in vocabulary, easy to understand, bit entertaining but nevertheless delivering the information. The article author giving his/her effort to place every word into satisfaction arrangement in writing Total Customer Service: The Ultimate Weapon: A Six Point Plan for Giving Your Company the although doesn't forget the main place, giving the reader the hottest as well as based confirm resource details that maybe you can be one of it. This great information can drawn you into brand new stage of crucial pondering.

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**Marvin Ober:**

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