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THE SERVICE PROFIT CHAIN: HOW LEADING COMPANIES LINK PROFIT AND GROWTH TO LOYALTY, SATISFACTION AND VALUE



Simon & Schuster. Hardback. Book Condition: new. BRAND NEW, The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value, James L. Heskett, W. Earl Sasser Jnr, Leonard A. Schlesinger, In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what...

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- Authored by James L. Heskett, W. Earl Sasser Jnr, Leonard A. Schlesinger
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