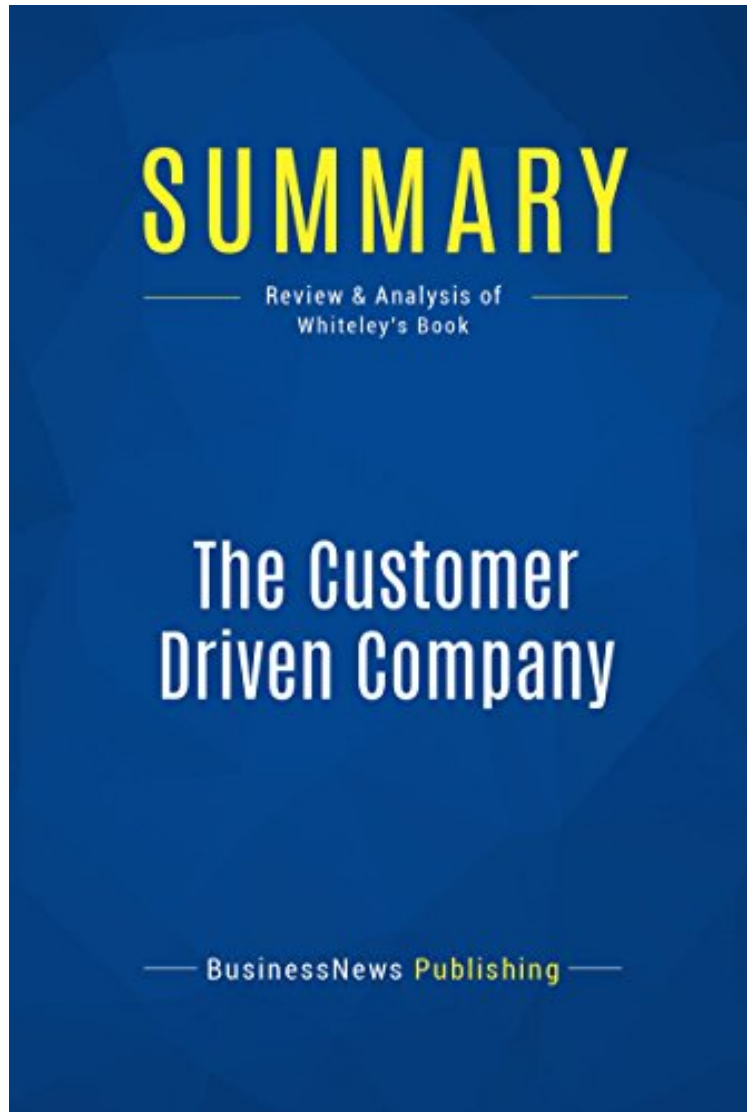


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The must-read summary of Richard C. Whiteley's book: "The Customer Driven Company: Moving from Talk to Action". This complete summary of the ideas from Richard C. Whiteley's book "The Customer Driven Company"

shows that customer satisfaction is the key to a long-term, successful business. In his book, the author explains the seven fundamentals of a customer driven business. Successful companies will create a consumer vision, treat their feedback seriously and learn from others who deal with customers well. They will create a culture where every employee is interested in customer satisfaction and eliminate any procedure that hampers consumers' gratification. Good businesses will not only say they care about their customers, they will show it. This summary is a must-read for any leader who wants to start focusing on customers and reaping the rewards. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "The Customer Driven Company" and discover the key to success in today's competitive economy.