

## Management Meeting And Exceeding Customer Expectations 10th Edition

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Management: Meeting and Exceeding Customer Expectations. 11th Edition. by Gemmy Allen (Author), Warren Plunkett (Author) 4.0 out of 5 stars 21 ratings. ISBN-13: 978-0996757812. ISBN-10: 0996757813.

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a management consultant, a college professor for 30 years at Wright College, and most recently an entrepreneur. Warren has authored several textbooks, including Supervision: The Direction of People at Work, Business, The Consumer in America, and Management: Meeting and Exceeding Customer Expectations.

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The customer is firmly in the driving seat. So, how are you meeting and exceeding customer service expectations in 2021? We share 3 examples of brands that not only met customer expectations, but far exceeded them! These examples focus on quality, connecting with customers and going the extra mile.

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The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: 1) the never-ending effort by managers and organizations to meet or exceed customer needs, and 2) the need of organizations and their people to be guided by effective leadership.

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From meeting customer expectations to exceeding them, we'll help you understand them all. Read & explore customer service expectation management tips.

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