



Free, Perfect, and Now: Connecting to the Three Insatiable Customer Demands: A CEO's True Story (Paperback)

By Robert Rodin

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Print on Demand *****. No matter what business you're in, odds are that customers will demand the same things of your product or service: they want it free, they want it perfect, and they want it now. In the meantime, your competitors are investigating ways to sell your product or service cheaper, better, or faster than you've ever imagined. As the CEO of electronics distributor Marshall Industries, and the disciple of management guru W. Edwards Deming, Robert Rodin was responsible for overseeing the creation of an award-winning business-to-business Web site far ahead of the competition and leading the company's radical reinvention into a wired, highly profitable high speed junction box. FREE, PERFECT AND NOW is at once the story of that transformation, a practical guidebook, and a blueprint for tuning and coordinating every function of any organisation. For those eager to learn how to prepare a customer-focused organisation for an unpredictable future, Robert Rodin has innovative and thought-provoking answers.



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