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Last Ten Per Cent: The Art of Completing Things

By T.G.C. Prasad

Penguin Books India Pvt. Ltd., Delhi, India, 2014. Softcover.
Book Condition: New. Only too often, we falter when it comes to completing a task properly and on time. It is the last 10 per cent that seems to elude us-and this usually results in a negative customer experience. But then some companies - Walmart, Starbucks, nestle and southwest airlines, to name a few-are far ahead of the curve-they have customers at the heart of whatever they do. What do these companies do that sets them apart? They genuinely believe in delivering a great customer experience, the thinking that accompanies this belief makes all the difference. The last ten per cent shows us how to go that extra mile. Printed Pages: 240.



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