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By William H. Davidow

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Customer Service: The Competitive Weapon for the 1990s Demand for total customer service is rolling over business like a juggernaut. Companies that master service will triumph; those that ignore it will be swept into bankruptcy. *Total Customer Service* shows why understanding customer service is imperative, how to achieve it, what it costs, and provides a six-point plan for acquiring the decisive weapon in business wars. The Six-Point Plan for Gaining the Competitive Edge

- Devise a service strategy
- Get top managers to behave like customer service fanatics
- Concentrate on motivating and training employees
- Design products and services that make good customer service possible
- Invest in service infrastructure
- Monitor achievement of customer service goals

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Editorial Review

About the Author

William H. Davidow (at right) is a general partner at Mohr, Davidow Ventures in Menlo Park, California. He has held senior marketing positions at Hewlett-Packard and Intel, and he is the author of *Marketing High Technology*. Bro Uttal (at left) is a consultant who focuses on problems of technology management. He coauthored this book while a member of the Board of Editors of *Fortune* magazine.

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