

Horizontal Management: Beyond Total Customer Satisfaction

Horizontal Management: Beyond Total Customer Satisfaction is a book about what could be if current trend continue. The heart of the book is divided into three parts beginning with “Serving The Customer” which describe what is occurring within some of America’s most competitive and innovative organizations. Include here are descriptions of the techniques that this companies used to become competitive. Their secret is their focus on their customer.

Beyond Customer Satisfaction describe what is increasing the competitive advantage, namely horizontal management. The structure and managerial action that comprise horizontal management are not one structure. Rather they can be thought of as a continuum ranging from the traditional vertical pyramid organization to a completely flat or “level one” organization. It is this section that identifies the step needed to move toward the level one organization where there are no supervisor, at lease not in traditional sense. It than provide a multitude of examples and illustration of companies taking significant strides in that direction.

