

Through The Customers Eyes

This book addresses all internal business issues affecting profits and ROI from a customer focus. It should help companies devise an action plan using the CORE (Customer Orientation for Results) method, a four step management tool for solving such business problems as: entering new markets, determining R&D goals and direction, choosing capital investments, and upgrading manufacturing capabilities. The power of CORE lies in its ability to integrate tried and true business strategies that most books treat as separate subjects, so managers can make use of the strategies - such as competitive analysis, financial decision-making, participative management, and JIT- that best serve their needs.

