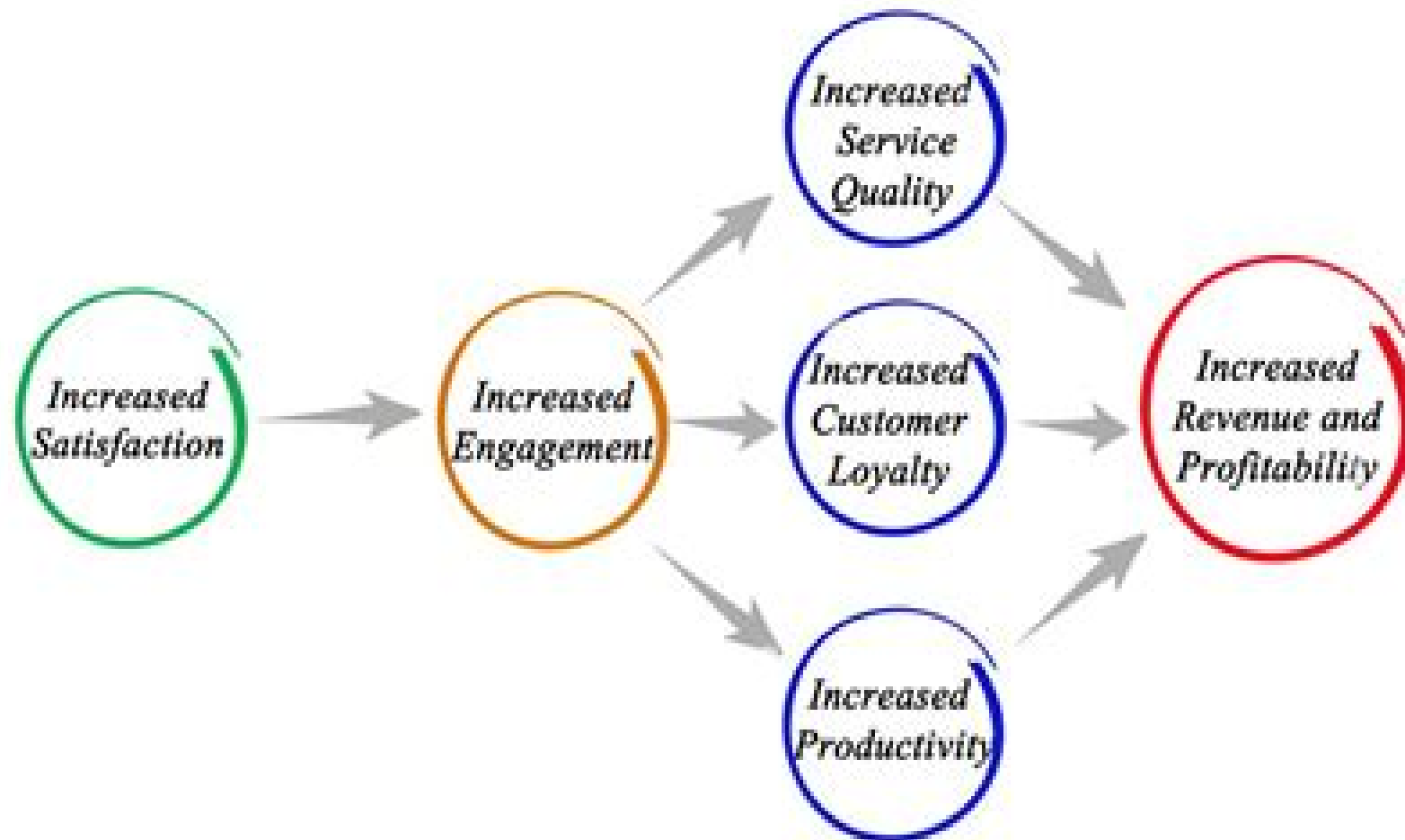


Service-Profit Chain Model



Profit Service Chain Model

S Ashworth



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results proving that you can have it all a goal thought inadvisable just a few short years ago At the heart of this bold assertion is the authors indisputable conclusion supported by thirty one years of groundbreaking research today s employee satisfaction loyalty and commitment strongly influences tomorrow s customer satisfaction loyalty and commitment and ultimately the organization s profit and growth a quantifiable set of associations the authors call the value profit chain In what may be the most far reaching study ever undertaken of the strategic importance of the employee customer relationship Heskett Sasser and Schlesinger offer profound new insights into the life long value of both employees and customers and the increasingly important concept of employee relationship management Readers will discover how organizations as diverse as aluminum maker Alcoa travel agency Rosenbluth International and the Willow Creek Community Church treat employees like customers in the case of Willow Creek volunteers as well Conversely the authors show how advertising agency Merkley Newman Harty and financial services provider ING Direct treat customers like employees pursuing the ones they want most At the Vanguard Group Cisco Systems and Southwest Airlines both practices are common The authors explain how these organizations and many others whether large or small public or private or not for profit achieve profitability and growth or the equivalent by leveraging results and process quality to deliver differentiated products and services at the lowest cost Timely essential and important reading The Value Profit Chain should be readily accessible on the desk of every forward thinking manager

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management to improve service productivity profitability sustainability and quality and effectiveness of service deliveries A free trial version of the World s leading Data Envelopment Analysis Software PIM DEA is available for readers of this book

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Identity Management T. Melewar, E. Karaosmanoglu, 2008-10-23 A new look at the latest thinking and issues in the areas of branding identity and communication drawing on recent academic and practical thought on corporate branding Bringing together an international array of authors the volume includes case study examples to provide a contemporary insight into corporate marketing communications Principles of Marketing Dr. Maria Gomez Albrecht, Dr. Mark Green, Linda Hoffman, 2023-01-23

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