

# The Only Thing That Matters: Bringing the Power of the Customer into the Center of Your Business



Total Commitment to the Customer: The Only Way to Succeed in the Supercompetitive 1990s In The Only Thing That Matters Karl Albrecht challenges American business to a commitment that will transform it to its very core. Albrechts plan goes beyond lip service and simple cosmetic approaches to show the way to a radical bottom-up, top-down, total company commitment to the customer. His blueprint for success encompasses and explains the five critical challenges facing every business: Finding the Invisible Truth about your customer Creating new, long-term rules for the Game Winning the hearts, minds, and hands of your people Making all systems, policies, and procedures customer-friendly Keeping score and leading the way

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