



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

Karl Albrecht

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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. Albrecht's 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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