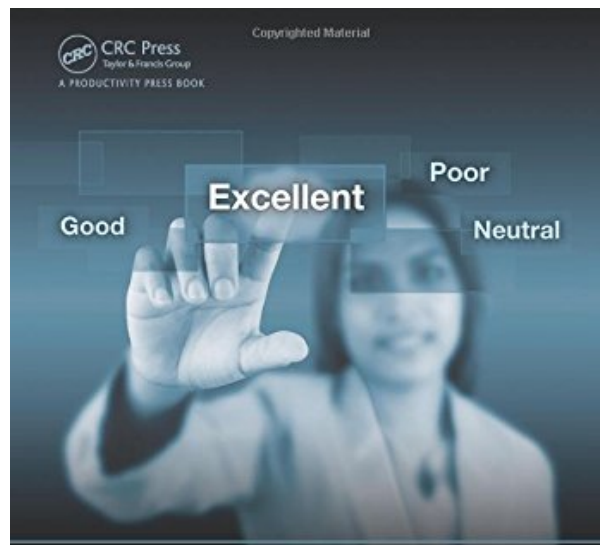


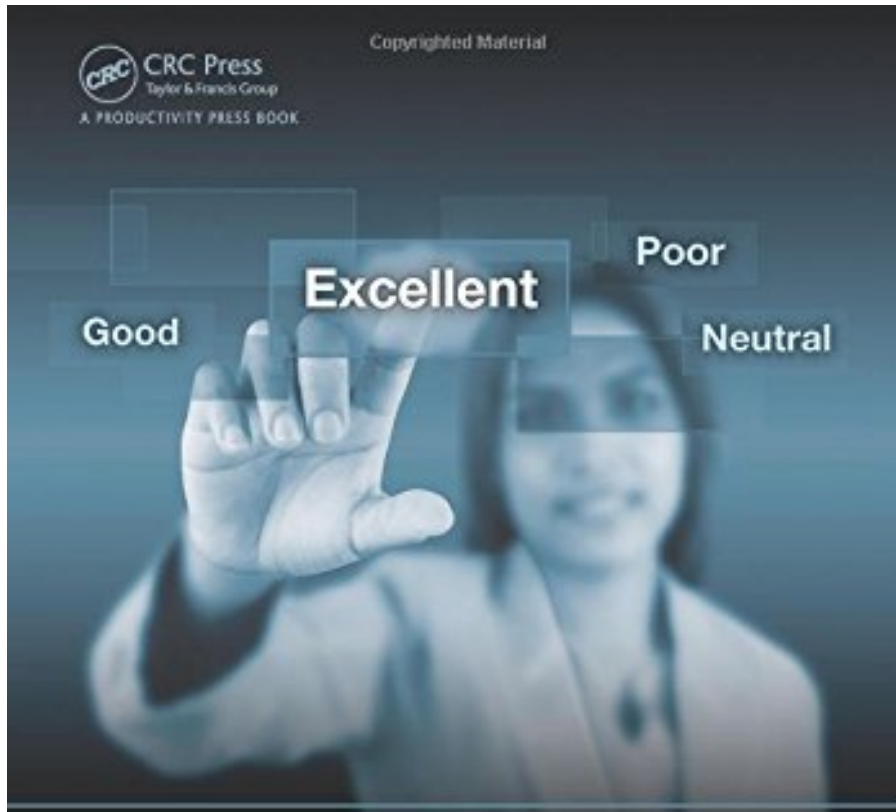
THE CUSTOMER-DRIVEN ORGANIZATION: EMPLOYING THE KANO MODEL BY LANCE B. COLEMAN SR.



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EMPLOYING THE KANO MODEL
Lance B. Coleman, Sr.
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Review

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Does your organization provide customer satisfaction or does it inspire customer loyalty? Which is more important? See how lessons learned from the service sector were applied to manufacturing and other diverse settings, including the nonprofit sector and even on one's own home front.

Exploring the Kano Model, *The Customer-Driven Organization: Employing the Kano Model* explains why just meeting customer needs is no longer enough for today's organizations. It explains how to identify true customers?both internal and external.

Readers will learn how to directly apply Kano principles in their own business environments or personal lives, to establish priorities, increase efficiency, improve communication, and expand on existing relationships.

The book explains how to establish a value proposition for your organization and, more importantly, how and when to provide "delightful" service. Demonstrating how to incorporate the Kano philosophy into your day-to-day activities, this book is a must-read for any organization or individual looking to do more with less by achieving a truly customer-driven focus.

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A Very Enjoyable Read in Simple Words

By J. Cheema

If you have been scared of reading thick volumes of works of quality gurus; then Lance's book, "The Customer-Driven Organization: Employing the Kano Model" will be an attractive alternative. The book is based on personal inspiration that Lance drove meeting with people like Mr. Kano in person. Dr. Kano is a renowned authority on customer satisfaction rather than "customer enthusiasm". Reading the book one realizes that Lance has contextualized the models to real life issues faced by many professional in daily work life. The book is replete with brief and interesting case studies from well-known corporations which Lance has narrated with perfect ease. "The Customer-Driven Organization: Employing the Kano Model" is an enjoyable read for anyone trying to understand basic drivers of human satisfaction to being a field book for implementing an organization-wide initiative for creating and enhancing customer driven value. Time spent reading this book was time well spent.

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