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The Customer Comes Second: Put Your People First and Watch 'em Kick Butt

By Hal F. Rosenbluth, Diane McFerrin Peters

HarperCollins Publishers Inc. Hardback. Book Condition: new. BRAND NEW, The Customer Comes Second: Put Your People First and Watch 'em Kick Butt, Hal F. Rosenbluth, Diane McFerrin Peters, Tom Peters says "Hal Rosenbluth's story is one of the great unsung business success sagas -- and in this fully revised and updated 10th anniversary edition of The Customer Comes Second, Rosenbluth and his co-author Diane McFerrin Peters offer proof that his leadership style is one for the new millennium. The secret of his success, and that of his company, Rosenbluth International is simple: Hal Rosenbluth concentrates on his employees first, and his customers second. This is a formula that has worked for more than two decades, and has transformed his company from a small family business into a global industry leader, grossing over \$6 billion. In this classic on counterintuitive management practice, the entrepreneurial genius and visionary leader of Rosenbluth International shows you how to use exceptional service to win in any industry! This insightful and compelling book reveals new ideas for hiring, motivating and managing employees, and shows how best to integrate technological innovation and creative solutions into the everyday work experience to ensure that your employees -- your company's..."



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