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Nota di contenuto	chapter 1 The Neglected Frontier of Quality in Today's Qualitysphere -- chapter 2 Why Customers' Perception of Quality Is So Important -- chapter 3 Demonstrating the Return on Investment in Customer Perception of Quality -- chapter 4 Garnering Support and Gaining Endorsement -- chapter 5 A Framework to Derive the Right Investments -- chapter 6 Managing a Journey of Continuous Improvement -- chapter 7 Metrics That Prove the Worth of the Initiatives -- chapter 8 Delivering a Capability to Sustain Customers' Perception of Quality Function -- chapter 9 Common Hurdles That Plague Customers' Perception of Quality Initiatives.
Sommario/riassunto	Providing the insight and tools needed to improve the perception your customers have about the quality of your product or service, Your Customers' Perception of Quality: What It Means to Your Bottom Line and How to Control It introduces a ground-breaking model for measuring the impact of quality perception on your bottom line. Allowing you to look at quality from an outside-in, truly customer-centric perspective, the authors pave a concrete connection between

enhanced customer perception and increased profitability.

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