



After the Sale: How to Manage Product Service for Customer Satisfaction and Profit

Joseph D. Patton, William H. Bleuel

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"After the Sale: How to Manage Product Service for Customer Satisfaction and Profit" is the successor to four successful editions of "Service Management Principles & Practices." This book is foundation material for service managers of all levels. Topics include Terms, objectives, benchmarks, financials, forecasting, personnel, organization, training, maintenance technology, inventory management, physical distribution, call management, customer satisfaction, information systems, marketing, quality and professional services.

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