

# Download It's The Customer, Stupid

Praise for It's The Customer, Stupid! "Way too many talk about customer service and way too few deliver it. Maybe that's because they don't know the tangible actions to take." "It's the economy, stupid" is a slight variation of the phrase "The economy, stupid", which James Carville had coined as a campaign strategist of Bill Clinton's successful 1992 presidential campaign against sitting president George H. W. Bush. It seems like the realities of retail are reinforced again and again. Most recently a survey of stores and customers found that, indeed, the key to winning in the retail game is to treat people well. It's All about the People: Technology Management That Overcomes Disaffected People, Stupid Processes, and Deranged Corporate Cultures [Stephen J. Andriole] on Amazon.com. \*FREE\* shipping on qualifying offers. By and large, cost-effective information technology (IT) management is more about people, personal relationships