



The Only Thing That Matters: Bringing the Power of the Customer into the Center of Your Business

By Karl Albrecht

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Total Commitment to the Customer: The Only Way to Succeed in the Supercompetitive 1990s

In *The Only Thing That Matters* Karl Albrecht challenges American business to a commitment that will transform it to its very core. Albrecht's plan goes beyond lip service and simple cosmetic approaches to show the way to a radical bottom-up, top-down, total company commitment to the customer. His blueprint for success encompasses and explains the five critical challenges facing every business:

- Finding the "Invisible Truth" about your customer
- Creating new, long-term rules for the Game
- Winning the hearts, minds, and hands of your people
- Making all systems, policies, and procedures customer-friendly
- Keeping score and leading the way

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Editorial Review

About the Author

Karl Albrecht is the pint-size, curly-haired creative visionary behind the quirky and inspirational lifestyle brand Mr. Kate. In 2009, Albrecht founded the company with the goal of inspiring others to discover their own unique sense of style and has since grown the brand to a global audience of millions of dedicated viewers and consumers.

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