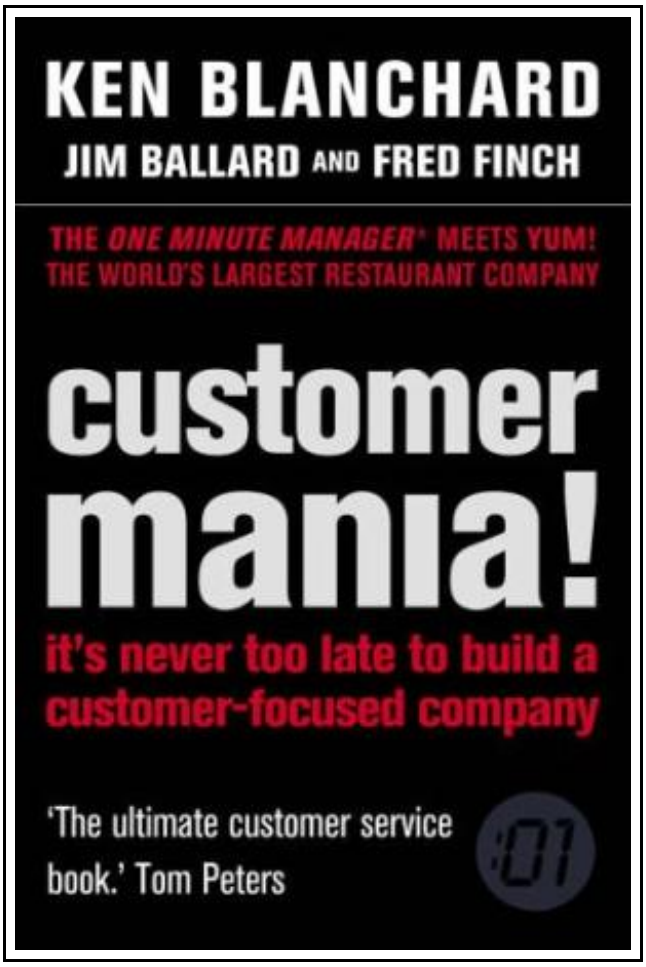
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HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, Customer Mania!: It's Never Too Late to Build a Customer-Focused Company, Ken Blanchard, The One Minute Manager meets Yum!, the world's largest restaurant company, in this practical guide to making superlative customer service drive your business to success. Customer Mania! tells the story of a company Chairman and how his quest for superlative customer service has become the driving force for empowering his staff and growing his business. By embracing David's philosophy and projecting the vision themselves, the whole workforce helps the company become a leading worldwide success. Written in the parable style of all his previous books, this is actually the first to be based on a true story. Ken Blanchard is a consultant to David C. Novak, the chairman of Yum! Brands (formerly Tricon Global Restaurants), which owns three of the world's best known fast food franchises: Pizza Hut, KFC and Taco Bell. Yum!'s combined force gives it an impressive portfolio of 33,000 restaurants in over 120 countries, making it the #1 restaurant chain worldwide by outlets, although McDonalds outperforms it by sales.

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