

Measure What Matters to Customers: Using Key Predictive Indicators (KPIs)

Ronald J. Baker



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Measure What Matters to Customers: Using Key Predictive Indicators (KPIs) Ronald J. Baker *Measure What Matters to Customers* reveals how to capitalize on Key Predictive Indicators (KPIs), the innovative measures that define the success of your enterprise as your customers do. If you want to increase your company's profits by working smarter, this is the book for you.

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