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## Lead with your customer: transform culture and brand into world-class excellence

Jones, Mark David, author

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## **Abstrak**

Based on years of extensive experience working with Disney and other leading Fortune 500 companies, Jones and Kober present the World Class Excellence Model, a groundbreaking new operational model that enables organizations to achieve sustainable results by creating a culture of excellence for internal customers (employees) while building brand with highly satisfied, loyal external customers.