

# **Measuring And Managing Customer Satisfaction: Going For The Gold By Sheila Kessler**

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Sheila Kessler, internationally recognized author of Measuring and Managing Customer Satisfaction: Going for the Gold and Customer Satisfaction Toolkit for ISO 9001

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Jul 16, 2015 Up Close And Personal. then you re not managing it, says Kessler, author of Measuring and Managing Customer Satisfaction: Going for the Gold

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