



Meeting Customer Needs (CMI Open Learning Programme)

Ian Smith

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This is a third edition of **Meeting Customer Needs**, a diploma level book in the Chartered Management of Institute series. This particular title meets the specific requirements of those taking the Unit DM45 entitled Customer Focus, Marketing and Planning.

A new website available for use with the text to provide revision notes and lecturers' notes. This book is ideal for managers seeking to establish or improve customer service and customer focus standards. It includes action plans, sample communications and checklists for managers to adapt for their own purposes. Real examples and new case studies are used throughout to illustrate points in a practical context.

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