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WOW THE CUSTOMER, EXCEED EXPECTATIONS

WHY This Is the Most
Misguided Management
Mantra of the Century ...
and What to Do About It

John Correll

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the Century ... and What to Do About It

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Dedicated To

Liam Thomson Trevino

Special Thanks

To my father Melvin Correll, who for his last 50 years firmly believed he knew the way to change the world for the better. To my mother Glenna Correll, who always believed I’d succeed.