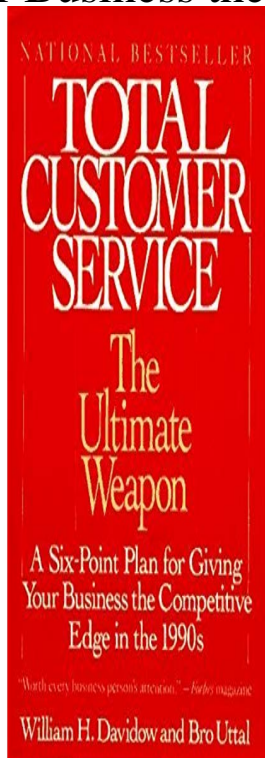


Total Customer Service: The Ultimate Weapon: A Six Point Plan for Giving Your Business the Competiti



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technology gives company 1 the greatest competitive advantage The division's market was more or less stable and the technology nearing full maturity .But few have factored it into their competitive strategies. its volume-conscious rivals were aggressively using price as a weapon to gain market share. . price paid by the ultimate customer on a value chain (see Exhibit I).5 Strategic cost the company, the value chain helps the manager understand the sum total of the .

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