

**Management Meeting  
And Exceeding  
Customer Expectations  
By Plunkett Warren R  
Attner Raymond F  
Allen Gemmy S Cene  
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The eighth edition of Management: Meeting and Exceeding Customer Expectations is a comprehensive survey of the principles and practices of management

as they are currently being applied, in the United States and around the world.

a management consultant, a college professor for 30 years at Wright College, and most recently an entrepreneur. Warren has authored several textbooks, including Supervision: The Direction of People at Work, Business, The Consumer in America, and Management: Meeting and Exceeding Customer Expectations.

The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: 1) the never-ending effort by managers and organizations to meet or exceed customer needs, and 2) the need of organizations and their people to be guided by effective leadership.

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From meeting customer  
expectations to  
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