



Metrics for Winning Customers in Electronics (Paperback)

By VINO Mody

Dog Ear Publishing, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. I was motivated to write this book from encouragement I received from business management professors and successful executives in the electronics industry, as well as through my own management experience working with major corporations. The high-tech businesses are at a crossroads facing rapidly evolving technologies and fierce competition from everywhere. The success and survival of companies depends on an effective performance metrics framework and a solid continuous improvement program. The metrics program must have executive sponsorship and active management support and involvement. The author talked to many high-tech business leaders to get their feedback on the future of the industry. They all indicated that companies with an uncertain future have one thing in common - they all lack effective metrics and continuous improvement programs. While there are many books on general metrics concepts and applications already available, this book is unique. It is dedicated to various businesses and processes prevalent in the electronics industry. The latter is crucial (now and in the future) to the world economy and is growing very rapidly, with thousands of global companies competing for leadership. This book...



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Reviews

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