

Total Customer Focus – The Roadmap to Sustainable Profitability

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St. Gallen Business School senior lecturer and global strategy specialist Dr. Chris Stern writes in plain business English and straightforward manner about how to turn the main concepts of business administration into tangible results. Inspired by the theories of the St. Gallen Integrated Management, Stern developed eight simple rules of customer focus that make or brake success of organizations. This roadmap to profitability in eight chapters is a concise guide for the pragmatic business person who shares believe that business is simple until theories make it complicated. As always Stern is bold and short in his expressions, precise with this graphics, gets right to the core of the topics, and underlines his points with real life examples of his broad experience as consultant, lecturer and self made entrepreneur.

Stern combined the ideas presented in this book into a down-to-earth tool set for management. It is his objective to promote stringent and simple processes in strategy development and to empower readers to do their own long- and midterm planning processes. Stern is incorporating many practical examples, templates, and explanations for every tool shown. What is important is that the reader comes up with his, or her own best practice process and constantly improves it. Business administration is more of an art than a science; it is experience and innovation utilized effectively. There are certain rules that can guide you, but there is no such thing as “right or wrong” in business. Successful visionaries convince us because they make up new business administration rules just by applying new ideas. If any of these pioneers had followed the business administration rules of their time, they would never have started their businesses. What Chris Stern is presenting to you has been proven many times, and it works!