



# Summary : Moments Of Truth - Jan Carlzon: New Strategies for Today's Customer-Driven Economy

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**Complete summary of Jan Carlzon's book: "Moments of Truth: New Strategies for Today's Customer-Driven Economy".**

This summary of the ideas from Jan Carlzon's book "Moments of Truth" shows how the best way of delivering consistently high-quality moments of truth lies in building a customer-driven company. The author explains the six essential characteristics of this type of company and how all of these elements can be brought together to achieve significant success. By applying these six principles, you can learn how to focus on your customers and guarantee success.

## **Added-value of this summary:**

- Save time
- Understand the key principles
- Expand your business knowledge

**To learn more, read "Moments of Truth" to discover how you can apply the six essential principles that lead to real moments of truth.**

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