



Satisfying internal customers first!: a practical guide for improving internal and external customer satisfaction

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Place: Irvine CA

Publisher: Richard Chang Associates

Pub Date: 1994

Physical Description: vii, 104 p. : ill.

Format: Book

Subject: [Personnel Management](#)
[Job Satisfaction](#)
[Customer services](#)
[Consumer satisfaction](#)
[Quality Improvement](#)
[CQI](#)

Series: Quality improvement series

ISBN: 1883553040

Call No.: HF 5549.5 C456 1994

Location: RIH Library

Loan Policy: 21 days



Team decision-making techniques: a practical guide to successful team outcomes

<https://iha.andornot.com/permalink/library13775>

Author: [Kelly, P. Keith](#)

Place: Irvine, CA

Publisher: Richard Chang Associates

Pub Date: 1994

Physical Description: 107 p.

Format: Book

Subject: [Teams in the workplace](#)
[Decision Making](#)

Series: High Performance Team Series

ISBN: 1-883553-27-x

Call No.: HD 66 K29 1994

Location: RIH Library

Loan Policy: 21 days