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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.

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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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