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Employees First Customers Second Turning

The premise - somewhat provocatively named 'employees first, customers second' - is that often most value in companies is generated at the bottom layers of the pyramid and that it is exactly those people there that should be empowered by management, so as to deliver the maximum value to the customer.

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create a different shared value: enhance employees first and customers second. So, by putting employees first can bring about fundamental change in the way a company creates and delivers unique value for its customers.

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