



# I Know It When I See It: A Modern Fable About Quality

*John GUASPARI*

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## **I Know It When I See It: A Modern Fable About Quality** John GUASPARI

The secret to the success of I Know It When I See It lies in its stylish delivery of a serious theme. A succinct and intriguing business fable, it tells the story of "Punctuation, Inc." and provides a simple message about quality -- that it's the customer who defines it. The story shows how businesspeople who pay close attention to what kind of quality their customers want, will also find just what their company wants -- success and big profits.

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