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Good profit results when a company creates value for customers in a way that helps them improve their lives. Good profit is the result of innovations that customers freely vote for with their own dollars; it's the result of business decisions that create long term value for everyone--customers, employees, shareholders, and society.

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A company earns good profits when it so delights its customers that they willingly come back for more "and not only that, they tell their friends and colleagues to do business with the company. The right goal for a company that wants to break an addiction to bad profits is to build relationships of such high quality that those relationships create...

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the idea and name for the cleaning company I would create and run for the next 12 years. All the things I went through to start my company and keep it growing over the last twelve years are here in black and white for you to use in your own cleaning business. The ideas are good if you want to run the business

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