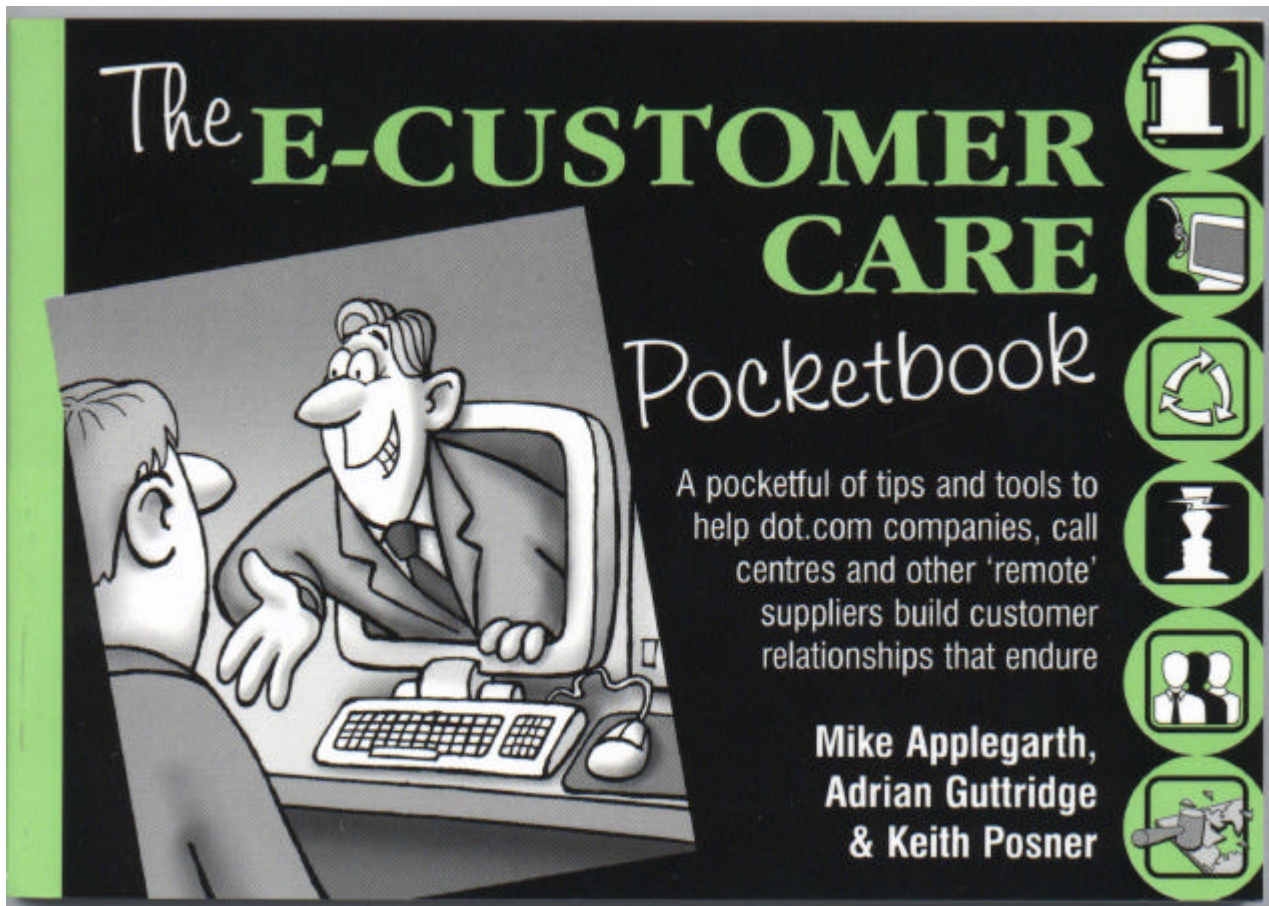


Forward By ASAP International Group PLC's Chairman and  
Chief Executive Officer - Jonathan Blain



## THE E-CUSTOMER CARE POCKETBOOK

By Mike Applegarth, Adrian Guttridge & Keith Posner

*Drawings by Phil Hailstone*

"Technology is becoming increasingly important in the business environment. However, ultimately it doesn't matter how good the technology is, it is people who make the real difference. This book is a distillation of considerable experience, which reflects the customer service issues in our modern world. Concise and easy to read, it is excellent for anyone involved in any aspect of customer service."

**Jonathan Blain, Chief Executive Officer, ASAP International Group Plc**