



Zero Time: Providing Instant Customer Value - Every Time, All the Time!

Raymond T. Yeh, Keri E. Pearlson, George Kozmetsky

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Praise for Zero Time(TM)

"Zero Time provides valuable insight into the critical success factors of the digital age: total customer experience, velocity, and operational efficiency-all components of Dell's direct model." -Michael Dell, Chairman and CEO, Dell Computer Corporation "Zero

Time will become a secular 'bible' for the twenty-first century-speed in 'closing the gaps' is essential, not only for success but for survival."-Herbert D. Kelleher, Chairman, President, and CEO, Southwest Airlines Co.

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"Zero Time is the executive's guide to the new millennium! Yeh, Pearlson, and Kozmetsky have distilled the essence of the chaotic dynamics of today's paradigm-busting business world into a coherent set of principles and guidelines for success."-Alan B. Salisbury, PhD, Past President
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