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The American economists W. Earl Sasser Jr. and Leonard A. Schlesinger and American businessman James L. Heskett, published their ground-breaking book "The Service Profit Chain – How leading companies link profit and growth to loyalty, satisfaction and value" in 1997, including an explanation of the Service Profit Chain. The basic principle of the Service Profit Chain theory revolves around the fact that customer satisfaction starts with good staffing and treatment of ones own employees.

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