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More, More

I suggest that Eva Kaplan-Leiserson is duty bound to publish a companion piece to "Customer Service Basics" (Intelligence, October T+D). Employees are customers, too.

And profitable companies that "get it" invest in comprehensive employee training, empowerment, and performance assessment programs. Creating a competitive advantage as the economy rebounds depends more than ever on the quality of initial and recurring training received by "troops on the front lines"—line-level employ-

ees who interact daily with hundreds of business clients.

I'm looking forward to a sequel.

Joseph M. Gravish

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Correction

The Working column for December should have credited *People* magazine as the original source.



T+D Sixty Years!

In 2004, T+D magazine will celebrate
ASTD's 60th year.

Look for...

Profiles of the Gurus

Classic Articles

A Special Celebratory Issue in May

And much much more...