

Topic	Quote	Source
Product/service	"New product and new types of service are generated, not by asking the consumer, but by knowledge, imagination, innovation, risk, trial and error on the part of the producer, backed by enough capital to develop the product or service and to stay in business during the lean months of introduction."	W E Deming
Product/service	"There are four prongs of quality and four ways to improve quality of product and service:  Innovation in product and service Innovation in process Improvement of existing product and service Improvement of existing process."	W E Deming
Product/service	"Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for."	Peter Drucker
Product	"If advertisers spent the same amount of money on improving their products as they do on advertising then they wouldn't have to advertise them."	Will Rogers
Innovation	"If I had asked my customers what they wanted, they would have said a faster horse."	Henry Ford
Innovation	"The moral is that it is necessary to innovate, to predict needs of the customer, give him more. He that innovates and is lucky will take the market."	W E Deming
Customer needs	"You don't find customers for your products. You find products for your customers."	Seth Godin
Customer needs	"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new."	Steve Jobs
Customer needs	"When you're trying to make an important decision, and you're sort of divided on the issue, ask yourself: 'If the customer were here, what would she say?'"	Dharmesh Shah

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Customer experience	"Customers are assets to be cared for and nurtured."	Jeanne Bliss
Customer experience	"If you're not serving the customer, your job is to be serving someone who is."	Jan Carlzon
Customer experience	We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."	Jeff Bezos
Customer experience	"Could we grow faster? Yes. But I don't want to be the biggest. I want to be the best at what I do."	Jimmy John Liataud
Customer experience	"I would rather lose money than lose trust."	Robert Bosch
Customer experience	"Customer loyalty comes from consistent experience. They learn to count on you."	Jimmy John Liataud
Feedback and insight	"Your most unhappy customers are your greatest source of learning."	Bill Gates
Feedback and insight	"Listening to feedback makes customers feel more appreciated and part of the value creation process."	Ray Poynter
Feedback and insight	"The customer's perception is your reality."	Kate Zabriskie
The power of the customer	"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."	Henry Ford
The power of the customer	"To get customers, you need to go from the heart to the brain to the wallet."	Gary Vaynerchuk
The power of the customer	"At most companies, the vision for marketing is completely out of whack with the consumer reality... It will come as a mindset change and a realisation that the customers are in control — the customer is the marketing department."	Mark W Shaefar

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Employee/ stakeholder value	"We believe customer number one, employee number two, shareholder number three... Because you've taken care of the customer, taken care of the employees, shareholder will be taken care of."	Jack Ma
Employee/ stakeholder value	"Our mission statement about treating people with respect and dignity is not just words but a creed we live by every day. You can't expect your employees to exceed the expectations of your customers if you don't exceed the employees' expectations of management."	Howard Shultz
Employee/ stakeholder value	"By putting the employee first, the customer effectively comes first by default, and in the end, the shareholder comes first by default as well."	Richard Branson