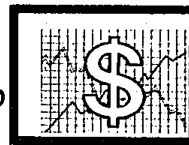


Business

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Marilyn Fitchett editor/591-2300

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Involvement leads to service award

PHARMACY

Druggist honoree is active

By Doug Funke
staff writer

If excelling at a variety of activities defines professional success, then Sheldon Rich, 32, was a solid choice for Distinguished Young Pharmacist for 1993.

Rich, a Southfield resident and vice president of the Maple Drugs chain headquartered in Farmington Hills, received the award recently from the Michigan Pharmacists Association.

In addition to tending to purchasing, insurance and personnel matters and working an occasional shift dispensing prescriptions, Rich:

- Serves as a faculty instructor in the pharmacy technician program at Oakland Community College and as a clinical practice instructor for pharmacy students from the University of Michigan and Wayne State University.

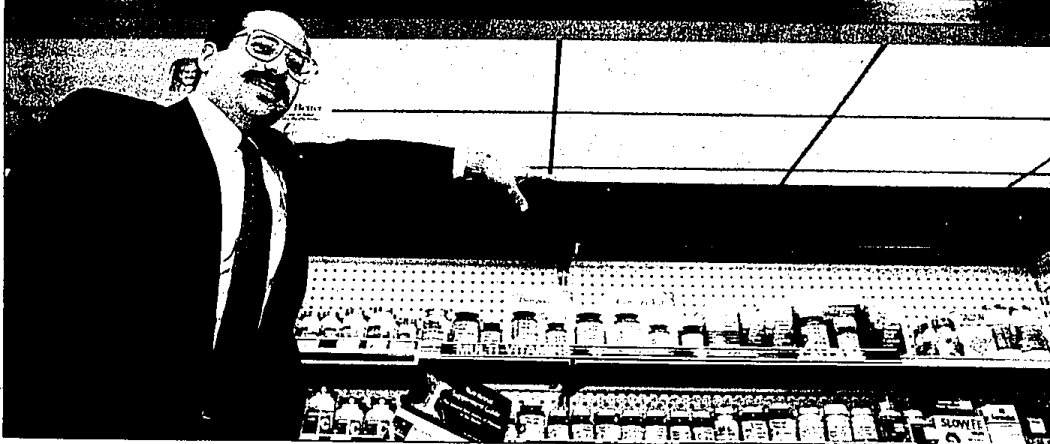
- Serves on the Pharmacy Certified Technician Board of Examiners, a task force for pharmacy law and a legislative council monitoring third-party insurance issues.

- Serves on the board of directors for the Oakland County Pharmacists Association.

RICH ALSO has been a CPR instructor for the American Red Cross and the American Heart Association.

"I have more flexibility to get involved," he said.

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SHARON LEMIEUX/staff photographer

Sheldon Rich, named Distinguished Young Pharmacist of the Year by the Michigan Pharmacists Association, works both sides of the counter for

Maple Drugs as a vice president and dispenser of prescriptions. "I think people want to see service and they want to build rapport with the pharma-

cist," he said. Rich is also an instructor at Oakland Community College, Wayne State University and the University of Michigan.

Future taking shape

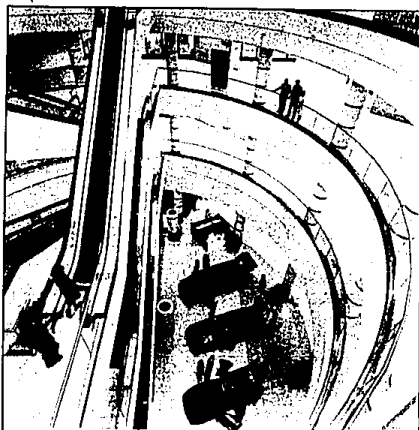
By Gerald Frawley
staff writer

The Chrysler Corp. Technology Center is: (a) Chrysler's future, (b) the most advanced automotive research and development center in the world, (c) big, (d) an attempt to re-establish American industry as a forward-thinking business, (e) all of the above.

Guess which one Lee A. Iacocca, chairman and chief executive officer of the Chrysler Corp., picks.

Iacocca, along with local and state officials, gave members of the media a preview of the 3.3-million-square-foot Technology Center Friday, he said, because there has been a lot of curiosity about the site since it began taking shape over the last year.

Iacocca said Chrysler still intends to have the technology center mostly completed in 1992, nearly six years after the project broke ground. A scientific testing facility adjacent to the main structure will be completed in 1994.



Besides moving people, escalators at the Chrysler Technology Center are designed to open sight lines and lines of communication between employees.

Iacocca reaffirmed Chrysler's commitment to the project. "This is our future — it gives us the environment and tools to create the cars of the future."

"This is the bedrock — this is the starting point," he said.

But the technology center is more than a research and development fa-

cility — it is also a symbol of American industry's commitment to planning for the future.

"We (the automobile industry) have been accused of being short term in our thinking," Iacocca said. "I hope this will be seen as a monu-

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Customers rate attention

By David F. Stein
special writer

New Cadillac owners rate sales, service and car performance in a Gold Key survey. Select Kmart customers fill out a store report card before wheeling shopping carts to the parking lot. Even local hospitals ask patients recovering from surgery to score their doctors and treatment.

Businesses constantly gauge customer satisfaction and often loudly proclaim results, such as the J.D. Power and Associates' ratings for carmakers, in advertisements.

But if a University of Michigan professor has his way, customer satisfaction will become not simply a

marketing ploy but integral to the way companies do business and measure success.

"I don't know what quality is. Neither do companies, but the customer knows," said Dr. Claes Fornell, U-M's Donald C. Cook professor of business administration and creator of a new customer satisfaction barometer sponsored by the Swedish Post Office.

Instead, Fornell views quality as an underlying factor in customer satisfaction and loyalty. These ultimately lead to customer retention and sensitivity to price, both of which can be measured and used to predict profitability.

"My interest in customer satisfaction stemmed from the observation

that companies are probably spending too much on customer acquisition and too little on maintaining customers," Fornell said. "A few extra percentage points in customer retention will have a huge increase in profitability because of the expense of attracting new customers."

HIS FIRST customer satisfaction study, reported this year, rated 80 Swedish companies from 17 industries. Toyota received the highest individual rating. A second survey is under way in Sweden and will be reported in February.

Fornell's next task is to identify the specific components of customer

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