

Management Meeting And Exceeding Customer Expectations By Plunkett Warren R Attner Raymond F Allen Gemmy S Cengage Learning2007 Hardcover 9th Edition

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Management - Gemmy Allen 2016-05-09

Management - Raymond F. Attner 2012-01-01

MANAGEMENT: AN APPROACH TO CUSTOMER EXPECTATIONS, 10E, International Edition is a comprehensive survey of the principles and practices of management as they

are currently being applied in the United States and around the world. The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs and (2) the need organizations and their people have to be guided by effective leadership. An underlying theme of this edition is Enterprise 2.0, meaning the use of social media in business.

Operations and Supply Chain Management - David A. Collier 2020-01-31

Gain a clear understanding of the fundamental concepts and applications behind today's operations and supply chain management with the reader-friendly approach in Collier/Evans' popular OPERATIONS AND SUPPLY CHAIN

MANAGEMENT, 2E. The authors present detailed, solved problems throughout this edition to illustrate key formulas and computations as you learn to complete both manual and digital calculations using Excel spreadsheet templates and other Excel models for optimization and simulation. New content examines process analysis and resource utilization, analytics in OM, capacity measurement, applications of linear optimization and other critical operations management (OM) and supply chain management (SCM) topics. In addition, new and proven review questions, experiential activities, problems and exercises as well as feature boxes teach you how to work with the latest OM and SCM concepts and tools. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. *Managing Customer Value* - Bill Dodds 2003 Providing the right combination of product quality, customer service and price is good

business. Unless a business does something that creates value for their customer, then the chances of business success are nil.

Managing Information Quality - Martin J. Eppler 2013-06-05

What makes information useful? This seemingly simple and yet intriguing and complicated question is discussed in this book. It examines ways in which the quality of information can be improved in knowledge-intensive processes (such as on-line communication, strategy, product development, or consulting). Based on existing information quality literature, the book proposes a conceptual framework to manage information quality for knowledge-based content. It presents four proven principles to apply the framework to a variety of information products. Five in-depth company case studies show how information quality can be managed systematically. The book uses frequent diagrams and tables, as well as diagnostic questions and summary boxes to make its content actionable.

WORK LIKE YOU OWN IT! 20 Ways to Go From Meeting to Exceeding Your Customers'

Expectations - Bryan Williams 2011-05-27

This book is the result of a journey that began with my first day of work as a restaurant busboy. On my first day of work, my manager said to me, "Work in this restaurant like you own it!" My manager challenged me to go beyond the basic expectations of my job title and dare to work with pride, passion and professionalism. I quickly understood that despite the leaders' best efforts, at some point the line staff has to step up and work with a sense of ownership. All 20 chapters of this book will provide multiple perspectives on how to be the best service professional you can be. Each chapter ends with a powerful activity that is designed to help reinforce the key learning points. About the Author Dr. Bryan Williams is a service consultant, trainer, and author. His specialty areas include service excellence, employee engagement, and quality improvement. Learn

more about Bryan and B. Williams Enterprise at www.bwenterprise.net .

Management - Warren R. Plunkett 2012-01-01
The tenth edition of MANAGEMENT: MEETING AND EXCEEDING CUSTOMER EXPECTATIONS is a comprehensive survey of the principles and practices of management as they are currently being applied in the United States and around the world. The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs and (2) the need organizations and their people have to be guided by effective leadership. An underlying theme of this edition is Enterprise 2.0, meaning the use of social media in business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.
101 Global Leadership Lessons for Nurses - Nancy Rollins Gantz 2010

"101 Global Leadership Lessons for Nurses covers the daily challenges facing health care leaders--communications, negotiations, resource management, and work-life balance, to name a few--with the unique feature of a mentor-mentee team authoring each chapter. These established and emerging mentors and mentees come from every corner of the globe and share their lessons learned, providing a rich legacy for nurses everywhere. 101 Global Leadership Lessons for Nurses offers: An alphabetical subject order for quick topic access. ; Authors from 32 countries spanning six continents. ; A wealth of resources, with topics ranging from academic-service partnerships to writing for professional journals, and 99 other topics in between. ; Reflective questions at the end of each chapter to help you integrate ideas into your professional life."-- Publisher's website.

Plunkett and Attner Management - Warren Richard Plunkett 2001-07-01

OM - David A. Collier 2016-09-16
4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Extensively revised and reorganized, OM6 content includes a new integrative case that moves from chapter to chapter 35 related questions; a new treatment of value chain networks; greater emphasis on supply chain design; an all-new chapter devoted to supply chain management and logistics; and many new feature boxes and cases. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

ebook: Managing Operations Across the Supply Chain - Swink 2016-09-16

ebook: Managing Operations Across the Supply Chain

Management & Entrepreneurship -

Management and Behavioural Processes -

Administrative Management: Setting People Up for Success - Susie VanHuss 2014-02-11

Master the skills you need for success in today's rapidly changing work environment with the useful, practical management tools and insights found only in ADMINISTRATIVE MANAGEMENT: SETTING PEOPLE UP FOR SUCCESS. Discover the keys to functioning at the highest level in today's professional work environment. This unique book helps you both navigate and respond effectively to contemporary work challenges. The authors use their extensive experience to emphasize practical, valuable tools that truly set you up for success. A concise, reader-friendly approach introduces basic, critical management concepts that help you fully understand the goals, functions, and responsibilities of managers. You learn how to identify opportunities to package your skills and sell your strengths for both

immediate and long-term professional success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Facility Management Handbook - David G. Cotts 1999

Shows that the management of a company's facilities, from boiler room to board room, can maximize productivity and profits. The entire facility management area - planning, leadership, managing the design process, managing finances, leasing, operations, maintenance and benchmarking - is covered.

Operations Management - Danny Samson 2008-06-23

Operations Management: An Integrated Approach provides an account of the systems, processes, people and technology that determine an organisation's strategy and success. With contributions from leading experts internationally, the text takes a comprehensive, comparative, and best-practice approach and

applies this specifically to the Asia-Pacific region. Rigorous in scholarship yet eminently accessible in style, Operations Management is replete with pedagogical features - figures and tables, discussion exercises, 'Learnings from the Internet', and a diversity of long and short case studies from around the world. Students are taken on a seamless journey from the fundamentals of operations management, through to the multiple approaches, the various innovations, challenges and risks, and ultimately to models of sustainability and evaluative tools and techniques. The text effectively prepares future managers across every sector of the economy to lead, organise, plan and control a set of resources, in pursuit of identified goals. The book will be supported by an extensive companion website featuring PowerPoint slides for each chapter, sample answers, teaching notes and figures/images for presentations.

The Practice of Enterprise Modeling - Jennifer Horkoff 2016-10-27

This volume constitutes the proceedings of the 9th IFIP WG 8.1 Conference on the Practice of Enterprise Modeling held in November 2016 in Skövde, Sweden. The PoEM conference series started in 2008 and aims to provide a forum sharing knowledge and experiences between the academic community and practitioners from industry and the public sector. The 18 full papers and 9 short papers accepted were carefully reviewed and selected from 54 submissions and cover topics related to information systems development, enterprise modeling, requirements engineering, and process management. In addition, the keynote by Robert Winter on "Establishing 'Architectural Thinking' in Organizations" is also included in this volume.

Managing for Quality in Higher Education -

Key Account Management and Planning - Noel Capon 2002-06-15

The vastly increased level of competitive

intensity faced by corporations and the increased costs of selling have radically changed the nature of the traditional selling process. Key or "strategic" accounts have now become a company's most important asset, in some cases supplying in excess of 80 percent of a firm's revenues. Here, in one powerful volume, key account management expert Noel Capon provides the most comprehensive treatment of key account management and planning yet published. For the first time, Capon introduces his breakthrough four-part "congruence model" of key account management -- a new, thoroughly researched approach to optimally managing your key account portfolio. First, the author shows how to select and conceptualize the key account portfolio; second, how to organize and manage key accounts; third, how to recruit, select, train, retain, and reward key account managers; and fourth, how to formulate and execute strategy and issues of coordination and control. This congruence model serves as a

backdrop as Capon takes the reader step-by-step through the vital functions of key account management including identifying key account criteria, considering the threats and opportunities for the key account, and understanding the roles and responsibilities of critical players. Capon backs up his points with extensive research, real-life stories of successes and failures at a variety of companies, and clarifying figures. Special chapters are devoted to partnering with key accounts and in-depth information on global key account management, an increasingly important weapon for staying ahead of the competition. Timely, important, and essential, *Key Account Management and Planning* is the only reference handbook those with key account responsibilities will ever need.

Management - Gemmy Allen 2020-10

Management - Plunkett 1997

The central theme of the sixth edition is meeting and exceeding customer expectations by

integrating a Customer first theme into each of the basic management concepts. The new edition also discusses the contemporary management issues of quality, ethics, global applications, leadership, and diversity.

CUSTOMER RELATIONSHIP MANAGEMENT -
ALOK KUMAR RAI 2012-12-05

This thoroughly revised and enlarged edition brings to light the latest developments taking place in the area of Customer Relationship Management (CRM), and focuses on current CRM practices of various service industries. This edition is organised into five parts containing 19 chapters. Part I focuses on making the readers aware of the conceptual and literary developments, and also on the strategic implementation of the concepts. Part II discusses the research aspects of CRM. Part III deals with the applications of information technologies in CRM. Part IV provides the various newer and emerging concepts in CRM. Finally, Part V analyses the CRM applications in various

sectors, industries and companies. Primarily intended as a textbook for the students of Management, the book would prove to be an invaluable asset for professionals in service industries. New to This Edition Includes five new chapters, namely Research Techniques and Methods in Customer Relationship Management; Customer Satisfaction; Customer Loyalty; Service Quality; and Service Recovery Management, along with several additions of new text and revisions of the existing text. Provides latest advancements in CRM to keep the students abreast of these developments. Gives as many as 16 Case Studies with critical analysis of different industries to help the readers understand the subject. Covers a number of illustrations to elucidate the concepts discussed. Gives Project Assignment in each chapter.

Introduction to Management - Warren Richard Plunkett 1994

Includes bibliographical references and index.

Management - Warren R Plunkett 2016-05-09
This book provides practical guidance to the contemporary manager, stressing the critical thinking and problem solving skills required to navigate today's complex business environments. This edition also stresses the role of technology and the dramatic rise and importance of social media and data driven decision making. Framed around the functional areas of management-Planning, Organizing, Staffing, Influencing, and Controlling--the authors continue to emphasize the need for organizations and their people to be guided by effective leadership and continuous improvement. Each chapter includes a series of box inserts providing a deeper insight into specialized areas of management. Global Applications features the successful application of one or more of a chapter's concepts from the practice of management in non-U.S. situations. Ethical Management boxes showcase managers facing decisions that contain a variety of issues

and consequences for themselves and others. Valuing Diversity and Inclusion boxes depict unique ways in which organizations show appreciation for their diverse employees. Managing Social Media boxes focus on managers' use of technology in various aspects of management, as well as its impact on the manager and the organization."

Management - Warren Richard Plunkett 1997
The central theme of the sixth edition is meeting and exceeding customer expectations by integrating a customer first theme into each of the basic management concepts. The new edition also discusses the contemporary management issues of quality, ethics, global applications, leadership, and diversity.

Change Management Vis--Vis Human Resource Management - Kumari V.K. Shyni 2005

Contents: Introduction, Review of Literature, Change Management and its Implications on Human Resource Management, Profile of

Sample Units, Analysis of Survey Results:
Manufacturing Sector, Analysis of Survey
Results: Service Sector, Summary of Findings
and Suggestions.

**Handbook of Comparative and Development
Public Administration** - Ali Farazmand

2019-02-21

With contributions from nearly 80 international experts, this comprehensive resource covers diverse issues, aspects, and features of public administration and policy around the world. It focuses on bureaucracy and bureaucratic politics in developing and industrialized countries and emphasizing administrative performance and policy implementation, as well as political system maintenance and regime enhancement. The book covers the history of public administration and bureaucracy in Persia, Greece, Rome, and Byzantium and among the Aztecs, Incas, and Mayas, public administration in small island states, Eastern Europe, and ethics and other contemporary issues in public

administration.

Operations Management - R. Dan Reid

2015-09-28

This text is an unbound, three hole punched version. In Operations Management: An Integrated Approach, Binder Ready Version, 6th Edition, Dan Reid and Nada Sanders have strengthened their commitment to improve the teaching and learning experience in the introductory operations management course. The text provides a solid foundation of Operations Management with clear, guided instruction and a balance between quantitative and qualitative concepts. Through an integrated approach, the authors illustrate how all business students will interact with Operations Management in future careers.

Managing for Excellence in the Twenty-First
Century - Prof. Goski Alabi 2016-11-19

Managing for Excellence in the Twenty-First Century: The Total Quality Approach is a seminal book for achieving the much sought-after traits

of quality and excellence. The book provides a practical yet philosophical perspective into achieving quality and excellence. Goski brings her combined experiences from industry, academia, and research into a compendium of principles, theories, practices, tools, techniques, and strategies that can provide and support personal and organizational transformation and sustainable growth. Through the search for excellence and sustainability, Goski presents a different functional approach to management using a combination of existing wisdom, theories, and practices to help create and deliver value that meets or exceeds expectations. *Managing for Excellence in the Twenty-First Century* is a new perspective to make a difference in both your life and work. *Managing for Excellence in the Twenty-First Century: The Total Quality Approach* is a wonderfully comprehensive resource that explain the concepts, philosophy, and principles of quality management clearly and simply enough that

even complete beginners to quality management will be able to understand. But it is also thorough enough that those with previous experience in quality management will still gain insights. It presents an expos of the concept of quality from a practical point of view and discusses the differences between management and quality management approaches of the twentieth and twenty-first centuries. The analysis of theories is backed by case examples, and careful attention is given to the limitations of existing theories, standards, and practices. The book also brings to the readers attention their innate power to make a difference and be original through the influence of creativity and innovation. The book also stresses the importance of the values of customer satisfaction, learning, leadership, and adaptation, with the view of improving continually. The book also draws readers attention to some cultural shifts of the twenty-first century and provides insight into how to

change with the times by focusing on digital fluency, among other strategies. The book provides a good text for teaching at both the graduate and undergraduate levels. It covers areas like the philosophy of quality management, the purpose of existence, the evolution of quality-management principles, and the lessons to be learned from the various shifts in management practices. It also includes a discussion of the philosophy of excellence, the concept of quality and management, people management, and the relevance of technology and social media in achieving excellence in contemporary times as well as strategies for achieving excellence in contemporary times.

Customer Experience Excellence - Tim Knight
2021-08-03

Discover how the world's best brands create outstanding customer experience, engaged teams and market-beating growth with this practical guide, providing a model that will help any organization deliver effective and seamless

customer engagement. Customer experience (CX) has been a phrase in business lexicon for over 30 years. Seen by many as the last battleground, where winners will gain competitive advantage and increased market share, there is not a company in the world that is not in some way focused on the quality of the experience they deliver. However, for many businesses, CX is neither a strategic discipline, consistently applied, nor is it a well-trodden path. It's not easy to deliver exceptional customer experience, again and again, and it becomes difficult to have a CX strategy that provides tangible and measurable results. Customer Experience Excellence provides a route map to CX success. Drawing on a vast body of research collated and curated by the global consulting group KPMG, this book shows how the world's most elite organizations have made excellence a habit, by creating authentic, human connections at scale. Whether dealing with external consumers or internal colleagues,

learn how to become an enlightened and agile business and 'think customer' at every single touch point.

Guide to Supply Chain Management - Colin Scott
2018-06-01

This essential guide brings supply chain theory to life. Intended for readers with a business interest in supply chain management, the book covers the key topics in eleven chapters, including planning, sourcing, making, delivering and returning, as well as strategy, people, finance, customer service and outsourcing. Each chapter starts with a brief summary and learning objectives that guide the reader through the text. This second edition also explores digital, sustainability and innovation impacts on today's global supply chains. The book is written in a clear and simple way, featuring a variety of figures, tables and recommendations for further reading. The respective chapters conclude with real-life case studies from different companies, illustrating best practices. In the course of their

work, the authors have met professionals all over the world who are passionate about their business achievements. By including their vivid examples, the guide brings theory to life, enabling readers to understand and embrace the concepts and ideas presented. Colin Scott, Henriette Lundgren and Paul Thompson are experts in supply chain management and have worked with practitioners in businesses across the globe. Endorsement: This guide is a really useful reminder of what good practice is and how it should be applied within supply chain management. The book is relevant for students of supply chain management and professional practitioners alike. This book offers an invaluable guide to understanding the specific dynamics of your supply chain and the fundamentals underpinning it. It provides the framework for delivering a supply chain strategy based upon recognised best practice. Martin McCourt, CEO, Dyson Limited .

Operations Management and Productivity

Techniques - T. T. KACHWALA 2009-03-04

The concept of Operations Management is universally applicable to all functions including Production, Materials, Human Resources, Marketing, Logistics and Supply Chain Management. Operations Management is an effective and efficient way of carrying out a business process (manufacturing or service sector) aimed at maximization of Customer Satisfaction and Return On Investment. The concept of productivity implies effectiveness and efficiency in individual and organizational performance, reflected in the creation of surplus through productive operations. This book provides readers with an easy-to-understand treatment of all aspects of Operations Management and explains the expanded coverage of the role of Operations Management in the organization. Manufacturing and service operations are given equal treatment. While focusing on the basic principles and core operations in a straightforward and well

structured style, the book provides students with an understanding of managing operations, effectively and efficiently, in the following areas: Total Quality Management Statistical Process Control Total Productive Management Service Quality Management Supply Chain Management Inventory Management Written for MBA students as well as for B.Tech. students in Mechanical/Production/Industrial engineering, this book covers the curriculum of different universities for a course in Operations Management.

U.S. Military Program Management - Gregory A. Garrett 2006-12

An indispensable resource for all defense industry professionals—governmental and commercial! Introducing the only book on the market offering valuable best practices and lessons learned for U.S. military program management The U.S. Department of Defense and the related defense industry together form the largest and most powerful government and

business entity in the world, developing some of the most expensive and complex major systems ever created. U. S. Military Program Management presents a detailed discussion, from a multi-functional view, of the ins and outs of U.S. military program management and offers recommendations for improving practices in the future. More than 15 leading experts present case studies, best practices, and lessons learned from the Army, Navy, and Air Force, from both the government and industry/contractor perspectives. This book addresses the key competencies of effective U.S. military program management in six comprehensive sections: • Requirements management • Program leadership and teamwork • Risk and financial management • Supply chain management and logistics • Contract management and procurement • Special topics

Management Principles - P. J. Smit 2007
Book & CD. To improve on an award-winning book poses a major challenge to its authors. The

authors of this book took the challenge head-on by conducting a major research study to determine what exactly the outcomes are that managers at different levels must deliver in contemporary organisations in South Africa, and the rest of Africa. The findings of this study, which dealt with current and near-future management issues, as well as classical and contemporary thinking about management, were used as the blueprint for the updating of this book. After placing management in context, the authors deal with the knowledge, skills and dispositions required of managers to perform the management functions of planning, organising, leading and controlling in a volatile business world. Examples of how the functions are applied in practice are cited throughout the book. These examples refer mainly to South African organisations and situations that managers in South Africa, and Africa, have to deal with to create and sustain a competitive advantage for their organisations. The book

endeavours to break down the silo effect of seeing the management functions as separate activities. This is done by continuously placing the management function at hand in a bigger context. This enables learners of management to assess the implications of management decisions on different people, processes, systems and so on that make up the organisation.

Learning in the Digital Era - Daryl John Powell 2022-01-01

This book constitutes the refereed proceedings of the 7th European Lean Educator Conference ELEC 2021, hosted in Trondheim, Norway, in October 2021 and sponsored by IFIP WG 5.7. The conference was held virtually. The 42 full papers presented were carefully reviewed and selected from 82 submissions. They are organized in the following thematic sections: Learning Lean; Teaching Lean in the Digital Era; Lean and Digital; Lean 4.0; Lean Management; Lean Coaching and Mentoring; Skills and Knowledge Management; Productivity and

Performance Improvement; New Perspectives of Lean.

Customer Relationship Management - Francis Buttle 2004-02-18

Customer Relationship Management: Concepts and Tools is a breakthrough book that makes transparent the complexities of customer relationship management. The book views customer relationship management as the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. Customer relationship management is grounded on high quality customer data and enabled by information technology. The book is a comprehensive and fully developed textbook on customer relationship management. Although, it shows the roles of customer data and information technology in enabling customer relationship management implementation, it does not accept that customer relationship management is just

about IT. Rather it is about an IT- and data-enabled approach to customer acquisition, customer retention and customer development. Because customer relationship management is a core business strategy the book demonstrates how it has influence across the entire business, in areas such as strategic, marketing, operations, human resource, and IT management. Customer relationship management 's influence also extends beyond the company to touch on partner and supplier relationships. An Instructor's PowerPoint pack is available to lecturers who adopt the book. Accredited lecturers can download this by going to <http://books.elsevier.com/manuals?isbn=075065502X> to request access.

Identification of Internal Customer Requirements and Meeting Those Requirements Through Business Process Improvement Within a Quality Management System at an Australian Electrical Manufacturer - Astrid Rotarius

2001-05-03

Inhaltsangabe:Abstract: Increasing competition, deregulation, globalisation, and technological advancement continuously create new business realities for organisations in the marketplace. In order to cope with these structural changes, many organisations aim at improving and innovating their business processes within the implementation of a quality management System. In today's competitive environment however, it is not sufficient to implement internally oriented business process improvements. Instead, companies have to concentrate an externally focused process improvements which add value to customers and thus enhance customer relationships. Such customer value driven process improvements help to integrate marketing and operations strategies and thereby provide a significant competitive advantage. A quality management system enables organisations to achieve a competitive edge through customer satisfaction

in today's highly competitive domestic and global markets. Customer satisfaction forms an integral part of a quality management system which focuses organisations on meeting or exceeding customer expectations through outstanding product and service performance. The integrative approach of a quality management system motivates everyone in an organisation to serve the customer. Customers include the end user (external customers) as well as all employees within an organisation (internal customers). As a result, external and internal customer expectations and requirements drive business processes. Moreover, quality and customer satisfaction are defined by customers and not by internal specifications. Therefore, an organisation has to focus on adding value to products and Services from the customers' perspective. Achieving customer satisfaction by exceeding customer requirements is a growing concern to organisations throughout the entire business

world. Australian companies thus have to meet increasing international competition by providing customers with better quality products and services at lower prices than competitors. In this system, Total Quality Management represents the Overall organisational philosophy of the quality drive. Kaizen is the instrument to achieve a quality culture in an organisation, and Lean Management concentrates on the optimisation of time and cost in business processes, especially in production. A quality management System therefore aims at coordinating organisational improvement programs. This paper aims at identifying [...]

The Facility Management Handbook - David G. COTTS PE, CFM 2009-07-22

Based on best practices and proven research, *The Facility Management Handbook* has long been the go-to resource for professionals in the field. Extensively updated for the realities of today's workplace, the third edition provides readers with the tools and guidance they need to

wipe out inefficiency and create a productive facility that integrates people, place, and process. Covering a broad range of topics from space planning and maintenance to benchmarking and outsourcing, readers will gain practical insight into how they can:

- design, construct and maintain facilities using sustainable practices
- provide a safe, attractive work environment that supports productivity
- ensure that facility plans match organizational needs
- plan and control capital expenditures
- address critical security and emergency preparedness issues

Complete with case studies and indispensable information on sustainability and post-9/11 security concerns, this is still the ultimate resource for facility managers.

Quality Management Systems - Leo Kounis

2018-03-21

Quality management systems form an integral part of modern corporations. Acknowledging current socio-economic and environmental challenges, quality standards ought to be dynamic and flexible so as to cater for different markets and requirements. This book portrays a collection of international papers addressing current research and practice within the areas of engineering and technology, health and education. Amidst striving for "zero defects", "cost-effectiveness" and "tight financial budgets", quality management systems ought to embrace the creator of them all: humans; as the ancient Greek Sophist Protagoras said, "Of all money, Man is the measure" «Πάντων χρημάτων Μέτρον Ἄνθρωπος» (Plato, Theaetetus 166d).