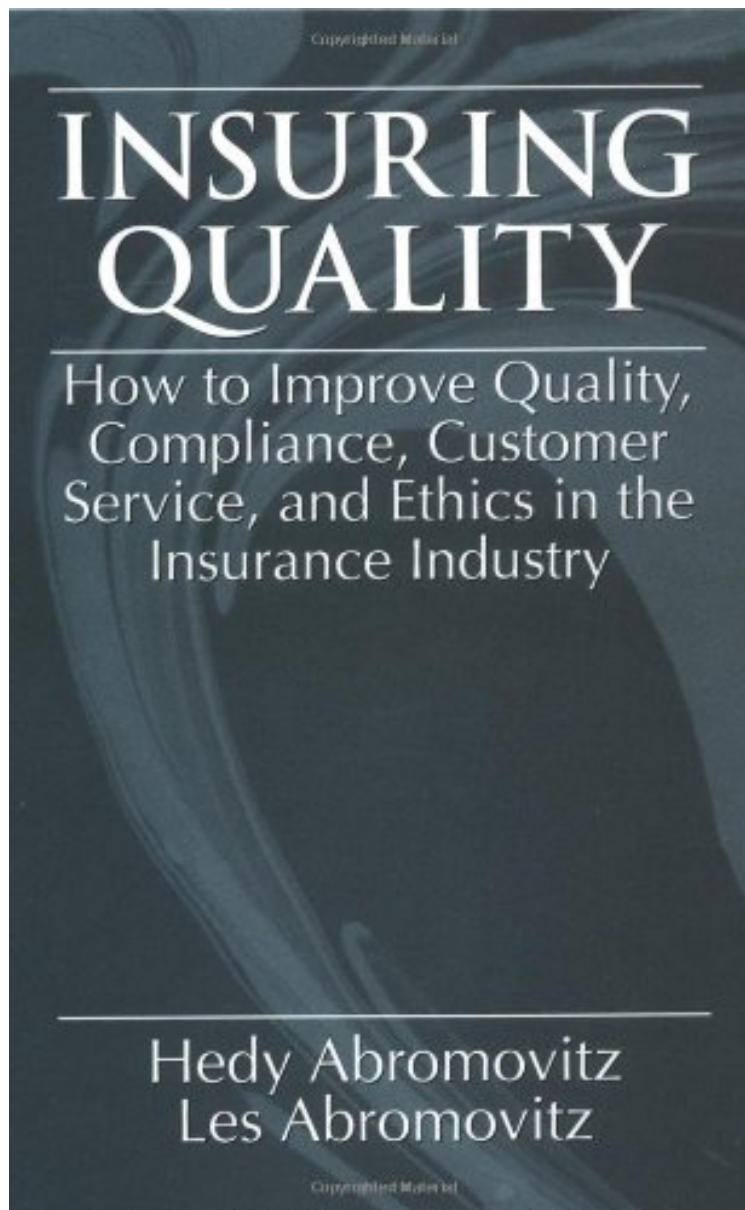


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How can insurance providers boost their image and increase business? Hedy and Les Abromovitz's *Insuring Quality* takes a hard look at the insurance industry and suggests innovative new ways of improving customer satisfaction, turbo-charging sales and polishing the tarnished image of the industry. The insurance industry has an image problem. From Woody Allen movies to greeting cards, insurance agents are ridiculed as boring, overbearing pests out to make a quick buck at someone's expense. Recent criminal investigations into some of the nation's largest insurance providers have only made the situation worse. And that's bad news for insurance professionals - for more than any other business, the insurance industry is built on trust. This book was written by insurance professionals for insurance professionals - so every example in the book is based on a real-life situation. There's no ivory tower philosophizing or impenetrable jargon; just practical advice from two veterans who have examined the true relationship between quality, ethics, and customer service. As the authors say, "Insuring Quality will help your organization solve real-life problems. It's for the people in the trenches..."