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The Call Center Handbook The Complete Guide to Starting, Running, and Improving Your Call Center

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Keith Dawson is one of the world's foremost authorities on call centers. He is currently senior editor for CommWeb and was founder of Call Center News Service, the industry's premier online source for information and independent analysis. He is also author of Call Center Savvy and co-author of Call Center Dictionary.

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call centers, estimated to be between 3 and 4 million, in North America alone. From a labor market perspective, the industry is not saturated, since the growth of call centers outpaces the supply of employees. Historically, the industry has had a difficult time attracting a steady supply of qualified workers.

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