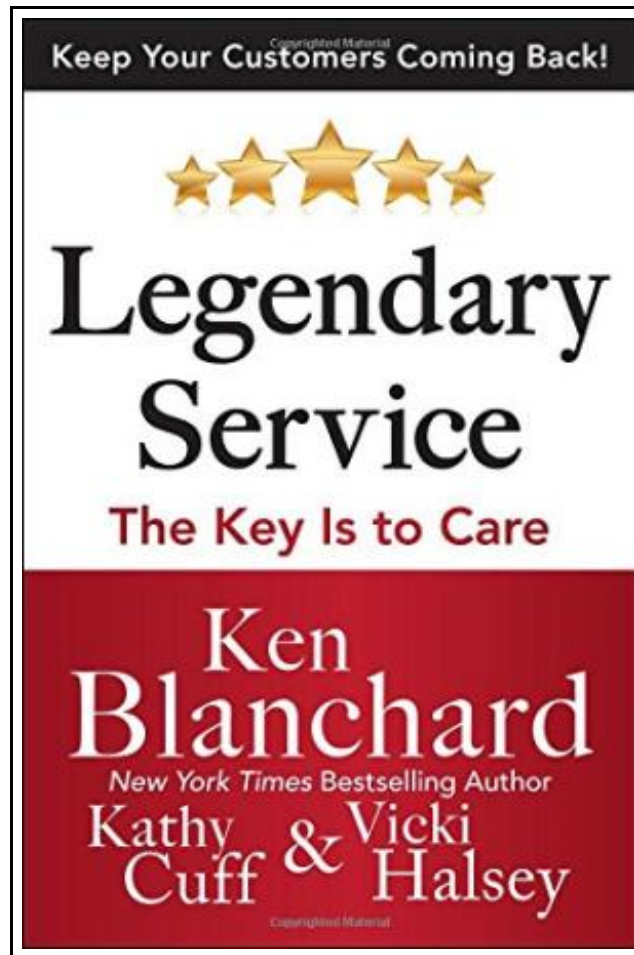


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LEGENDARY SERVICE: THE KEY IS TO CARE



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, **Legendary Service: the Key is to Care**, Ken Blanchard, Victoria Halsey, Kathy Cuff, *Take Care of Your Customers - or Someone Else Will!* **Legendary Service** Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the connection between legendary customer service and a thriving business - they recognize that the way employees treat customers is directly related to the way managers treat employees. Kelsey Young is an optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components of **Legendary Service** into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly learns that culture change isn't easy - and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, **Legendary Service: The Key Is to Care** is a quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive. Whether a CEO or a part-time employee, every person can make a difference - and customer service is everyone's job. Praise for **Legendary Service**: "Read this book and establish a service culture in your organization." (Horst Schulze, Chairman/CEO, Capella Hotel Group). "Legendary Service has great learnings for people at all organizational levels: for executives and managers, the value of a service culture; and for frontline staff, the reality that they are the face of the...



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