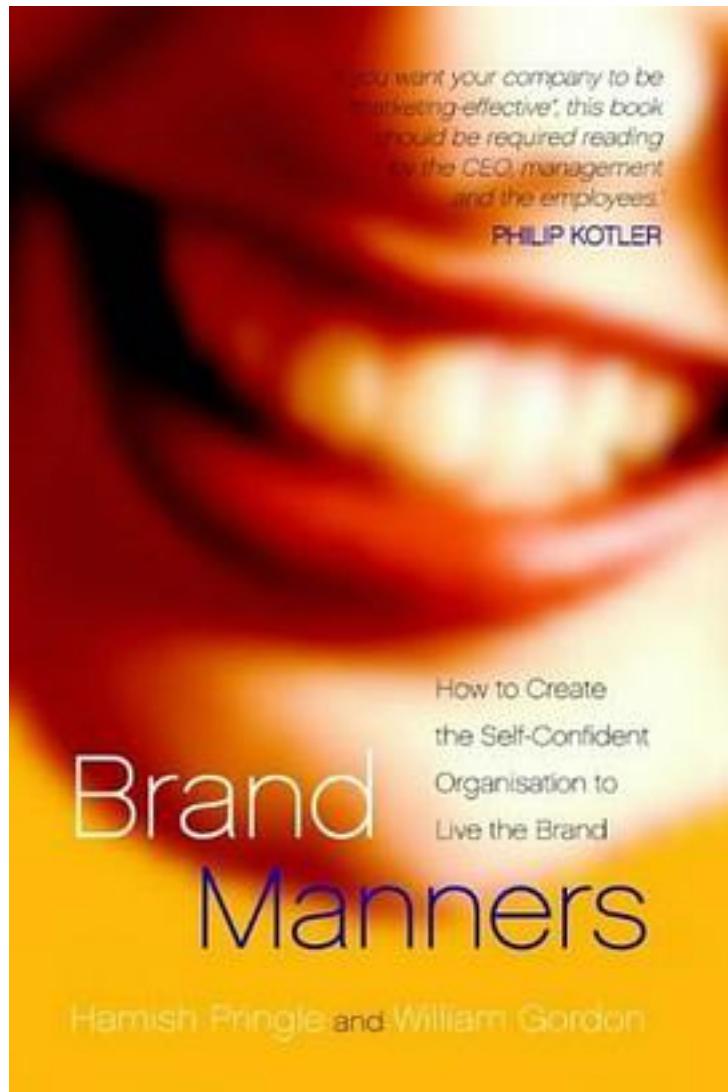


Brand Manners



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How often has a company's handling of a customer's telephone call turned out to be a turn-off? How often has a customer query in the retail environment turned into a relationship-killer, rather than a loyalty-builder? No matter how good the work behind brand positioning and communication, a reputation can be ruined by one poor interaction with a customer. The challenge for any brand-focused company is to ensure that the whole organisation actually *lives* the brand. New in paperback, *Brand Manners* is the runaway bestseller that demonstrates why a company needs, and how it can create, a branded service culture that consistently exceeds customer expectations. Drawing on a host of major case studies, Hamish Pringle and William Gordon show how any company can align its internal and external brand values to build a self-confident organisation.

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