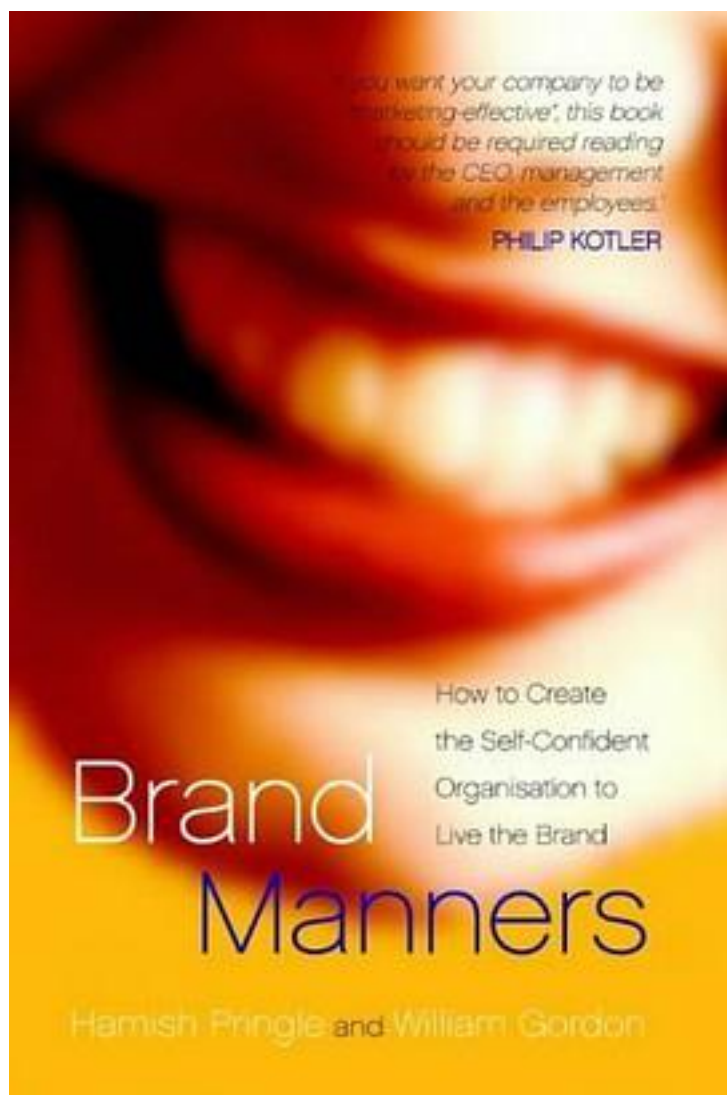


# Brand Manners



[Brand Manners\\_ 下载链接1](#)

著者:Hamish Pringle

出版者:John Wiley and Sons Ltd

出版时间:2003-03-25

装帧:Paperback

isbn:9780470856109

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.

作者介绍:

目录:

[Brand Manners\\_ 下载链接1](#)

标签

评论

-----  
[Brand Manners\\_ 下载链接1](#)

书评

-----  
[Brand Manners\\_ 下载链接1](#)