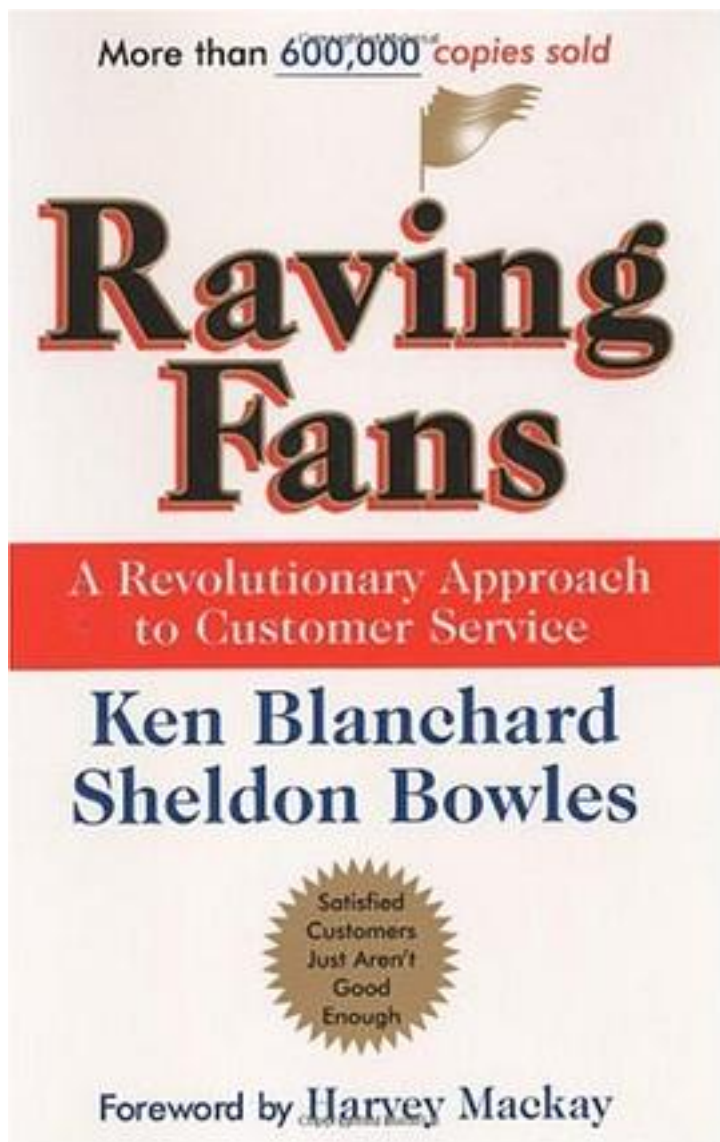


Raving Fans



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著者:Kenneth H. Blanchard

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A straightforward and snappy guide to successful customer service from the author of the bestselling *The One Minute Manager*. *Raving Fans*, in a nutshell, is the advice given to a new Area Manager on his first day -- in an extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results. *Raving Fans* is written in the parable style of *The One Minute Manager* and uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature -- not just a passing fad. Business is in the midst of a service crisis that has left millions of disillusioned customers in its wake. *Raving Fans* includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace -- and turn their customers into raving, spending fans.

作者介绍:

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