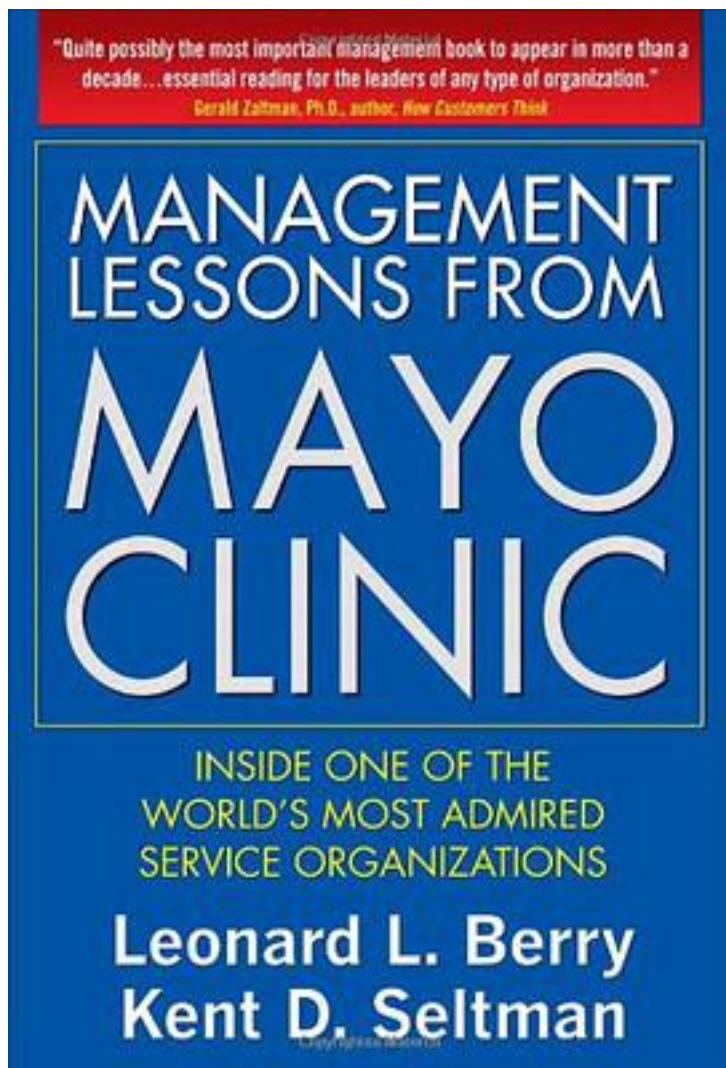


Management Lessons from Mayo Clinic



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Management Lessons from Mayo Clinic reveals for the first time how this complex service organization fosters a culture that exceeds customer expectations and earns deep loyalty from both customers and employees. Service business authority Leonard Berry and Mayo Clinic marketing administrator Kent Seltman explain how the Clinic implements and maintains its strategy, adheres to its management system, executes its care model, and embraces new knowledge - invaluable lessons for managers and service providers of all industries. Drs. Berry and Seltman had the rare opportunity to study Mayo Clinic's service culture and systems from the inside by conducting personal interviews with leaders, clinicians, staff, and patients, as well as observing hundreds of clinician-patient interactions. The result is a book about how the Clinic's business concept produces stellar clinical results, organizational efficiency, and interpersonal service. By examining the operating principles that guide every management decision at this legendary healthcare institution, the authors Demonstrate how a great service brand evolves from the core values that nourish and protect it Extrapolate instructive business lessons that apply outside healthcare Illustrate the benefits of pooling talent and encouraging teamwork Relate historical events and perspectives to the present-day Mayo Clinic Share inspiring stories from staff and patients An innovative analysis of this exemplary institution, Management Lessons from Mayo Clinic presents a proven prescription for creating sustainable service excellence in any organization.

作者介绍:

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书评

商学院的最后两个月，决心好好利用这个丰富的图书馆……虽然大学的图书馆更大更古色古香，但商学院的书看上去都更吸引人。故纸堆里的气味基本没有，都是市面最新最时尚的，但也是教授们和图书馆长们精心挑选的；那些经典的就更不用说了。太多想看的，时间太少……于是给自己规...

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