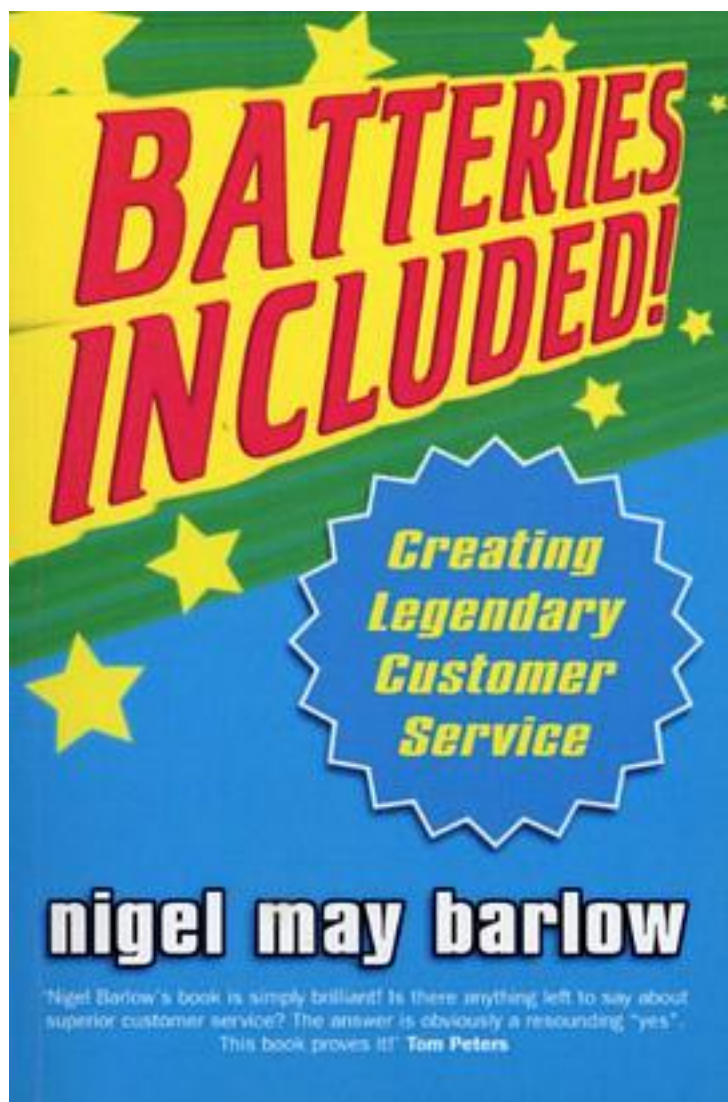


Batteries Included



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著者:Barlow, Nigel

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The last two decades have seen the rise and rise of the service economy, where image - and customer perceptions - are crucially important in building a successful business. Rarely do we buy a hard, tangible object called a 'product'. Financial services sell peace of mind; car manufacturers sell a self-image and an aspirational lifestyle; computer and software companies offer 'solutions' - even food is fashion. Nigel Barlow draws on two decades of experience in 20 countries to argue that the age of service has failed to deliver on its promises. He goes far beyond the standard business-speak cliches of customer service to show why merely satisfying customers is not enough. He explores with original examples and first-hand experiences why service so often falls short of customer expectations, and shows how to think and act to create legendary service in the reader's own organization.

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