

Beyond the Billboards

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Turning Promises Into Reality



Truth About Great Customer Service

Michael J. Crain

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This book is for all those who strive for customer satisfaction as if it were a holy grail; one that could provide everlasting success. It is for those who want to do more than plaster billboards with seductive slogans, print logos on the pages of newspapers, broadcast slick TV commercials, or babble empty promises over the radio.

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