



Good Service Is Good Business-New 4th Edition: 7 Simple Strategies for Service Success (Paperback)

By MS Catherine DeVrye

Everest Press, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.NEW 4th EDITION! Good Service is Good Business: 7 Simple Strategies for Success Catherine DeVrye Boost your bottom line and staff morale with these practical and simple to implement ideas. After the initial success of the #1 best-seller in Australia and Taiwan; here s the new 4th edition of Good Service is Good Business. First published by Prentice Hall/Pearson as part of the Australian Institute of Management series, Catherine DeVrye s wisdom has stood the test of time. She has now updated and condensed sometimes complicated concepts into common sense that you can easily translate into common practice. Written by the former Australian Executive Woman of the Year, this updated version will help you achieve tangible results. Easy-to-read, with relevant facts, anecdotes and case studies, you ll readily see the power of these seven proven S.E.R.V.I.C.E strategies for success: S elf-esteem E xceed expectations R ecover V ision I mprove C are E mpowerment It will help your organization-large or small-to become a service leader, like hundreds of DeVrye s clients such as American Express, Mercedes Benz,...



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