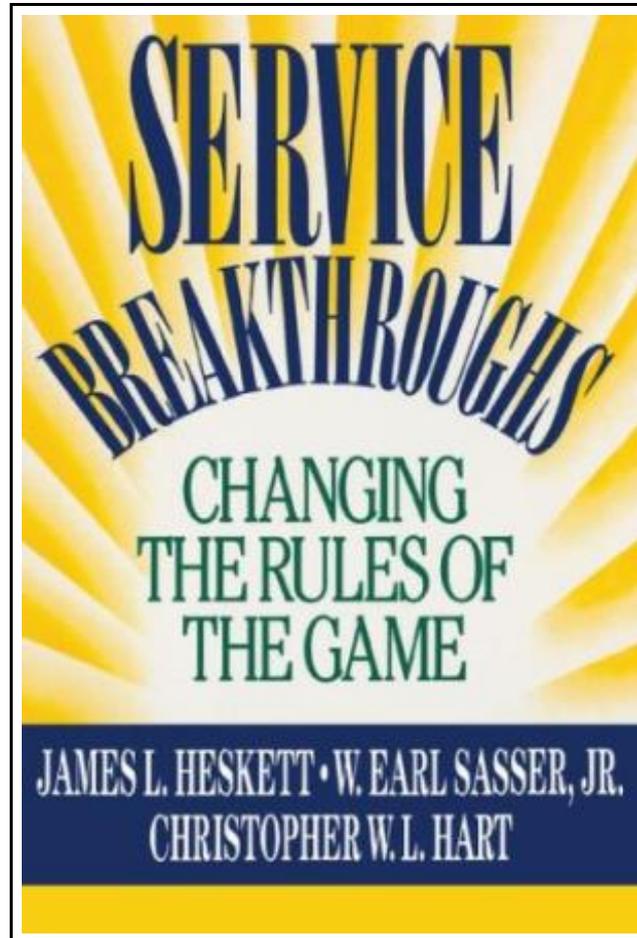


Service Breakthroughs



Filesize: 2.35 MB

Reviews

The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think.

(Adolfo Lindgren)

SERVICE BREAKTHROUGHS



SIMON SCHUSTER, United States, 2007. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What Do Citicorp, UPS and Marriott have in common? They are breakthrough service providers, firms that changed the rules of the game in their respective industries by consistently meeting or exceeding customer needs and expectations. To find out how these companies do it, service management experts James Heskett, Earl Sasser, and Christopher Hart put the question to the chief executive officers of fifteen of America s leading service firms attending a workshop at the Harvard Business School. Breakthrough leaders, they discovered, think very differently about their businesses than do their competitors, in distinct and well-defined ways. Now, in *Service Breakthroughs*, based upon five years of exhaustive research in fourteen service industries, Heskett, Sasser, and Hart show exactly what enables one or two companies in each industry to constantly set new standards for quality and value that force competitors to adapt or fail. At the heart of breakthrough performance, the authors contend, is a sometimes intuitive but thorough understanding of the self-reinforcing service cycle that replaces traditional management of trade-offs. The cycle is a paradigm derived from the research results suggesting direct links between heightened customer satisfaction, increased customer retention, augmented sales and profit, improved quality and productivity, greater service value per unit of cost, improved satisfaction of service providers, increased employee retention, and further heightened customer satisfaction. With detailed examples and dramatic case studies of Mark Twain Bancshares, American Airlines, Florida Power Light, Federal Express, McDonald s and many other companies, Heskett, Sasser, and Hart show how this self-reinforcing cycle of behavior differentiates breakthrough leaders from their merely good competitors. The authors describe how breakthrough managers develop counterintuitive, even contrarian, strategic service visions. These companies define their...



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HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

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**Bullied: What Every Parent, Teacher, and Kid Needs to Know about Ending the Cycle of Fear**

Dreamscape Media, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 142 x 124 mm. Language: English Brand New. The mother of a bullied first grader, popular blogger Carrie Goldman s inspiring true story triggered an

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**Read Write Inc. Phonics: Grey Set 7 Storybook 1 Rex to the Rescue**

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 149 x 148 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read

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**Bullied: What Every Parent, Teacher, and Kid Needs to Know about Ending the Cycle of Fear (Hardback)**

HarperCollins Publishers Inc, United States, 2012. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Winner of National Parenting Publications Award and Mom s Choice Award!Everybody knows how it feels

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