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This wise and inspiring book by Leonard Berry, moves far beyond his pioneering work in services marketing and service quality to explain how great service companies meet their toughest challenge: sustaining long-term success. In a world where customers regard flawless products as a given, service is the key differentiator between competitors in any field. From Berry's exacting study of fourteen mature, highly successful, labor-intensive companies comes an astonishing revelation: the single most important factor in building a lasting service business is not a matter of savvy business practice, but of humane values. In all fourteen award-winning companies -- Bergstrom Hotels, The Charles Schwab Corporation, Chick-fil-A, The Container Store, Custom Research Inc., Dana Commercial Credit, Dial-A-Mattress, Enterprise Rent-A-Car, Midwest Express Airlines, Miller SQA, Special Expeditions, St. Paul Saints, USAA, and Ukrop's Super Markets -- values-driven leadership connects with strategic focus, executional excellence, control of destiny, trust-based relationships, generosity, investment in employee success,



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unsuccessful practitioners, as well as against demands of the future, in a book service leaders around the world will use as a guide for years to come. The authors cover every aspect of optimal service leadership: the best hiring, training, and workplace organization practices; the creation of operating strategies around areas such as facility design, capacity planning, queue management, and more; the use—and misuse—of technology in delivering top-level service; and practices that can transform loyal customers into "owners." Looking ahead, the authors describe the world of great service leaders in which "both/and" thinking replaces trade-offs. It's a world in which new ideas will be tested against the sine qua non of the "service trifecta"—wins for employees, customers, and investors. And it's a world in which the best leaders admit that they don't have the answers and create organizations that learn, innovate, "sense and respond," operate with fluid boundaries, and seek and achieve repeated strategic success. Using examples of dozens of companies in a wide variety of industries, such as Apollo Hospitals, Châteauform, Starbucks, Amazon, Disney, Progressive Insurance, the Dallas Mavericks, Whole Foods, IKEA, and many others, the authors present a narrative of remarkable successes, unnecessary failures, and future promise.

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Concise Encyclopedia of Professional Services Marketing provides readers with a detailed account of the concepts and strategies necessary to successfully market professional services and grow a business. Complete with practical information relevant to a wide range of professionals—including accountants, architects, attorneys, consultants, dentists, engineers, and physicians—this guidebook is an indispensable reference for anyone looking to learn the concepts and applications needed to market professional services. In addition to essay-length articles arranged from A to Z, and detailed expositions of both the theories and practical techniques necessary to formulating and executing a successful marketing plan, Concise Encyclopedia of Professional Services Marketing contains an appendix of information on launching a multimedia advertising campaign, with special focus on effective website design and other contemporary media formats. For anyone creating their own business or looking to expand an already existing one, Concise Encyclopedia of Professional Services Marketing is a comprehensive and vital reference.

This is a comprehensive, practical and theoretical guide to the latest thinking in the foundations of services. The authors present contributions from the world's leading experts on services marketing and

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