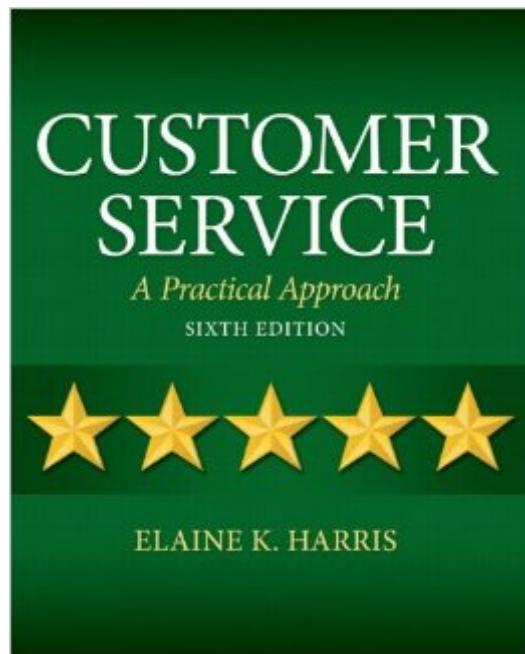


The book was found

Customer Service: A Practical Approach (6th Edition)



Synopsis

The market-leader, Customer Service: A Practical Approach, Sixth Edition, goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture. This edition features a revised chapter on technology, new Ethics in Action exercises and coverage of the latest trends in the customer service field. Focusing on problem solving, communication strategies and technology, this classic text pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

Book Information

Paperback: 192 pages

Publisher: Pearson; 6 edition (January 15, 2012)

Language: English

ISBN-10: 013274239X

ISBN-13: 978-0132742399

Product Dimensions: 7.9 x 0.8 x 9.9 inches

Shipping Weight: 13.4 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars Â See all reviews Â (19 customer reviews)

Best Sellers Rank: #260,678 in Books (See Top 100 in Books) #302 in Â Books > Business & Money > Marketing & Sales > Customer Service #3492 in Â Books > Business & Money > Processes & Infrastructure #5714 in Â Books > Textbooks > Business & Finance

Customer Reviews

i may sound a bit biased since she was my professor in college, but i thought this was one of the best textbooks that i have ever had! i am not going to sell it back 'cause i know it will come in handy in the future. i liked the fact that i wasn't being told that the "customer is always right" the entire book. instead i learned how to deal with the most difficult of customers! i have reccomended it to my boss and she will use it in training of new employees!

A lot of great concepts. I like that it is more up-to-date. The authors did a wonderful job in compiling this book.

This book was a great purchase! Great deal for college students paying for their own books. The

book was also in great condition, just as the seller said.

I learned so much from this book. I loved my class at Henry Ford College. Customer service is the key to any business. This is a great book and class.

was what I needed for class, was clean no marks, good item. would purchase products this way again when I need.

This book is not a very good book for the customer service topic. It reads like it is a dictionary.

I got the book and it was exactly what I needed--condition was what was described. Thank you

I didn't have to take the class that this book was called for so I returned it.

[Download to continue reading...](#)

Customer Service: Career Success Through Customer Loyalty (6th Edition) Customer Service: A Practical Approach (6th Edition) The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides) Food Service Menus: Pricing and Managing the Food Service Menu for Maximum Profit (The Food Service Professional Guide to Series 13) Raving Fans: A Revolutionary Approach To Customer Service Raving Fans!: Revolutionary Approach to Customer Service (The One Minute Manager) Service Design for Business: A Practical Guide to Optimizing the Customer Experience Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Be Our Guest: Revised and Updated Edition: Perfecting the Art of Customer Service (The Disney Institute Leadership Series) Perfect Phrases for Customer Service, Second Edition (Perfect Phrases Series) Customer Service Skills for Success The Nordstrom Way

to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry
The Nordstrom Way: The Inside Story of America's #1 Customer Service Company The Big Book of
Customer Service Training Games (Big Book Series)

[Dmca](#)