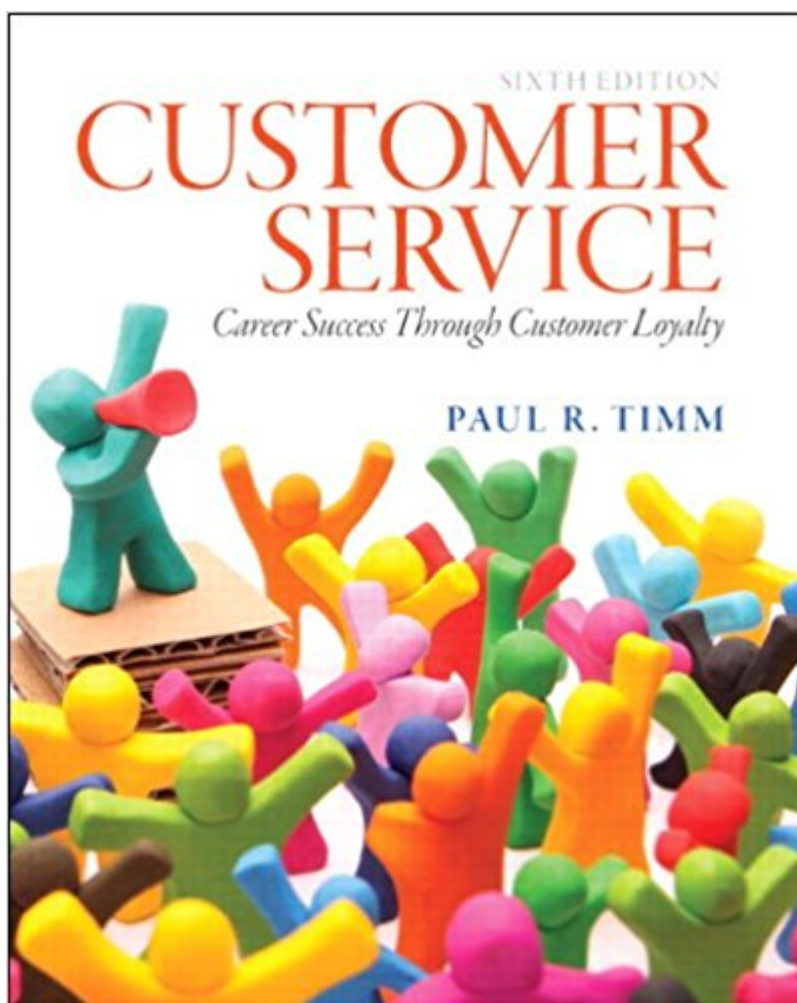


The book was found

Customer Service: Career Success Through Customer Loyalty (6th Edition)



Synopsis

Customer Service: Career Success through Customer Loyalty, 6e provides a systematic process for building service skills that all business people need. Presented in a friendly, conversational manner, the text is filled with examples that demonstrate the link between service skills and career achievement. This edition features more on social networking, trustability, and customer service trends. Information is also included on internal customers, emerging technologies, and stress-reducing techniques. Throughout the text, there is an emphasis on transforming good service intentions into a workable plan that yields loyalty and success.

Book Information

Paperback: 240 pages

Publisher: Pearson; 6 edition (April 15, 2013)

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Product Dimensions: 7.9 x 0.5 x 9.9 inches

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Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (16 customer reviews)

Best Sellers Rank: #143,817 in Books (See Top 100 in Books) #164 inÂ Books > Business & Money > Marketing & Sales > Customer Service #2034 inÂ Books > Business & Money > Processes & Infrastructure #3278 inÂ Books > Textbooks > Business & Finance

Customer Reviews

Sadly, for a customer service book, it may not serve you well because the errors in it are distracting. As an example, in the "Another Look" section on page 112 reads, "Five Ways to Make the Most of Customer Insights" and in the initial paragraph it says, "IBM Corporation and the Pepper and Rodgers Group identify six ways companies can sharpen and focus their insights," yet it lists only four. The mistakes also range from grammatical to missing words. The book bothers me so badly that I want to edit it and then mail it to the publisher. I feel strongly about this because it teaches people about delivering "A-plus" products, services, information etc. But, then again, this is probably how it comes up with other editions.

I bought this book for school and read one paragraph and already hate it. Look this is nothing more than a common sense guide to bull s***ting your customers. You will learn nothing from this book,

but college requires it so buy from an independent seller and help them recoup the loss from their college degree.

It is an ok textbook. I got the e-textbook version and was able to use it on my smartphone and laptop. Also, this was for a college class. We had 3 tests and it allowed me to search through the text for the answers to all the copied questions. I mean 90% of the questions were exact words from the book. So I am really glad that it helped me out in that way vs. trying to look for every single answer in an actual textbook.

Customer Service is an excellent book. It's easy to read and understand. It covers all of the things you need to know to provide excellent customer service in the service industry. It's also a great companion that will refresh your skills and can get you up to date.

This book you need it for your career. Or any career because it talks about customer service every should have customer service if you live in a capitalism country, you want to make business go ahead.

I have this book for a class, excited that I don't have to carry another textbook, just disappointed that does not work with the Kindle Cloud Reader on my Acer ChromeBook, but at least still have it on my Kindle Fire

The book is in some what good condition, the pages are starting to fall out and I am only on chapter 1

It was in good shape when I received it and it has been fine to use for class.

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