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Nota di contenuto	Contents; Preface; Our Thanks; 1 The Only Unbreakable Rule: To the Customer You Are the Company; 2 Know What Knock Your Socks Off Service Is; 3 Knock Your Socks Off Service Is: Reliable; 4 Knock Your Socks Off Service Is: Responsive; 5 Knock Your Socks Off Service Is: Reassuring; 6 Knock Your Socks Off Service Is: Empathetic; 7 Knock Your Socks Off Service Is: Tangibles; 8 Customers Are Everywhere-Inside and Out; 9 The Ten Deadly Sins of Customer Service; 10 The Customer is Always . . . The Customer; 11 Honesty Is the Only Policy; 12 All Rules Were Meant to Be Broken Including This One 13 Creating Trust in an Insecure, Suspicious World14 Do the Right Thing Regardless; 15 Listening Is a Skill Use It; 16 Ask Intelligent Questions; 17 Winning Words and Soothing Phrases; 18 Facts for Face to Face; 19 Tips for Telephone Talk; 20 Putting Pen to Paper; 21 Putting Your Best E Mail Foot Forward; 22 Exceptional Service Is in the Details; 23 Good Selling Is Good Service-Good Service Is Good Selling; 24 Never Underestimate the Value of a Sincere Thank You; 25 Be a Fantastic Fixer; 26 Use the Well Placed I'm Sorry; 27 The Axioms of Service

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Sommario/riassunto

The game may have changed, but one rule is constant: A company is only as good as the service it gives.
