1. Record Nr. UNINA9910467024903321 Autore Parker Chris Titolo Diego Masciaga Way [[electronic resource]]: Lessons from the Master of Customer Service Urbane Publications Limited, 2014 Pubbl/distr/stampa **ISBN** 1-909273-49-X Descrizione fisica 1 online resource (190 p.) Altri autori (Persone) MasciagaDiego 647.95068 Disciplina Soggetti Customer relations Customer services Service industries -- Management Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali ""Cover""; ""Half-title Page""; ""Title Page""; ""Copyright""; ""Dedication""; Nota di contenuto ""Forewords""; ""Testimonials""; ""Contents""; ""Acknowledgements""; ""Introduction""; ""1. Service a€? the Essence""; ""2. Recruitment & Training a€? the 3Ha€?s""; ""3. Leadership a€? In-Between the First and last Responsibility""; ""4. Delivering Outstanding Service a€? What You Make Others See"": ""5. Longevity, Consistency & Improvement a€? the Habit of Excellence""; ""Conclusion""; ""Author Biographies"" Sommario/riassunto It isnt a job, it is a life. Diego Masciaga Diego Masciaga has worked for over twenty five years as the Director and Restaurant Manager of The Waterside Inn, one of the most well-known and influential restaurants in the world, serving global leaders, royalty and film stars. He is a legendary figure, awarded the Cavaliere Ordine al Merito della Repubblica Italiana (the equivalent of the knighthood) for his services to the hospitality and catering industry. He is also only the third ever

knowledge and advice has proved in

recipient of the Grand Prix de LArt de la Salle. Diego's customer service