

1. Record Nr.	UNINA9910969690503321
Autore	Gallagher Richard S
Titolo	What to say to a porcupine : 20 humorous tales that get to the heart of great customer service / / Richard S. Gallagher
Pubbl/distr/stampa	New York, : American Management Association, c2008
ISBN	9786611757977 9781281757975 1281757977 9780814410561 0814410561
Edizione	[1st edition]
Descrizione fisica	1 online resource (126 p.)
Disciplina	658.8/12
Soggetti	Customer services Customer services - Management Customer relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Contents; Acknowledgments; Introduction; Section I: The Basics; Section II: On the Front Lines; Section III: R-E-S-P-E-C-T; Section IV: Service Strategy; Section V: You and Your Service Team; Epilogue: Good Service Is More Than a Fable; Index; About the Author;
Sommario/riassunto	An entertaining, instructive collection of fables that will inspire the kind of customer service that keeps people coming back!