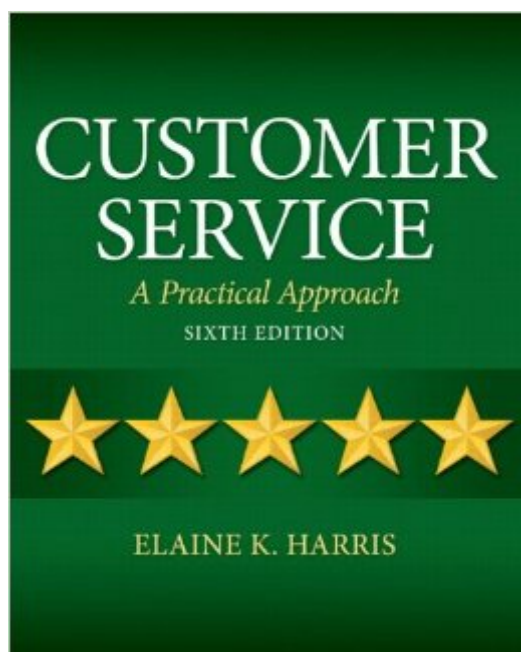


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Customer Service: A Practical Approach (6th Edition)



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

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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 recommended 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.

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