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What's the Secret?: To Providing a World-Class Customer Experience

John R. DiJulius
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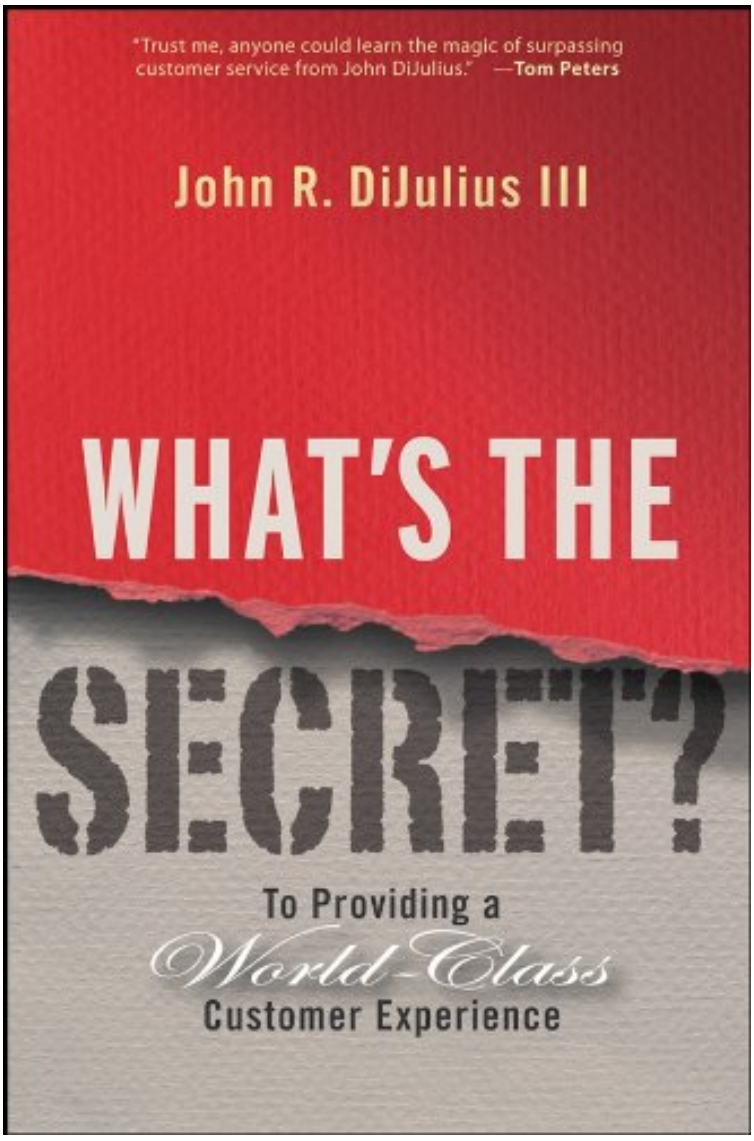

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What's the Secret? gives you an inside look at the world-class customer service strategies at some of today's best companies. You'll learn how companies like Disney, Nordstrom, and The Ritz-Carlton get 50,000 employees to deliver world-class customer service on a consistent basis- and how your company can too. Packed with insider knowledge and a wealth of proven best practices, author John DiJulius will show you how your company can emulate the world's best customer service providers.