



References and Resources

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The gift metaphor offers a useful frame for businesses to maximize the informational value of customer complaints as they also mend relationships with those customers.

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This book provides an introduction to six attributes that build lasting customer partnerships.

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This reference focuses on strategic approaches for management to use in developing employees who are committed to exceptional customer relationships.

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These authors offer clear evidence of the importance of customer relations to business success, and the role front-line employees play in building a committed customer base.

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This lively training video illustrates customer relations from the Pike Place Fish Market in Seattle.

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This entertaining motivational video on customer relations is well suited for all ages.

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The author analyzes the implications of technological advances for global innovation.

LeBoeuf, M. 1987. *How to Win Customers and Keep Them for Life*. New York: Putnam's Sons.

This book offers a strategic approach to building a loyal customer base.

Leland, K. and K. Bailey. 1999. *Customer Service for Dummies*, 2nd ed. Foster City, CA: IDF Books Worldwide, Inc.

The authors provide a very readable review of strategies for excellent customer service.



Lucas, R. 2011. *Please Every Customer: Delivering Stellar Customer Service across Cultures*. New York: McGraw Hill.

The author proposes strategies for global positive service for working effectively in an increasingly diverse business environment.

Rosenbluth, H. and D. Peters. 2002. *The Customer Comes Second*. New York: HarperBusiness.

This book illustrates the importance of a strong culture of employee support in building a positive environment for business.

Zemke, R. and C. Bell. 2000. *Knock Your Socks Off Service Recovery*. New York: American Management Association.

Companies benefit through customer retention. This book shows how to win back the loyalty of customers who have encountered a problem.

Zemke, R. and J. Woods, eds. 1998. *Best Practices in Customer Service*. New York: American Management Association.

This compendium of articles is based on a systems approach to business, which defines relationships with suppliers and customers as integral to the organization and its success. Practical strategies are proposed for policy development, training, and practice in customer service.