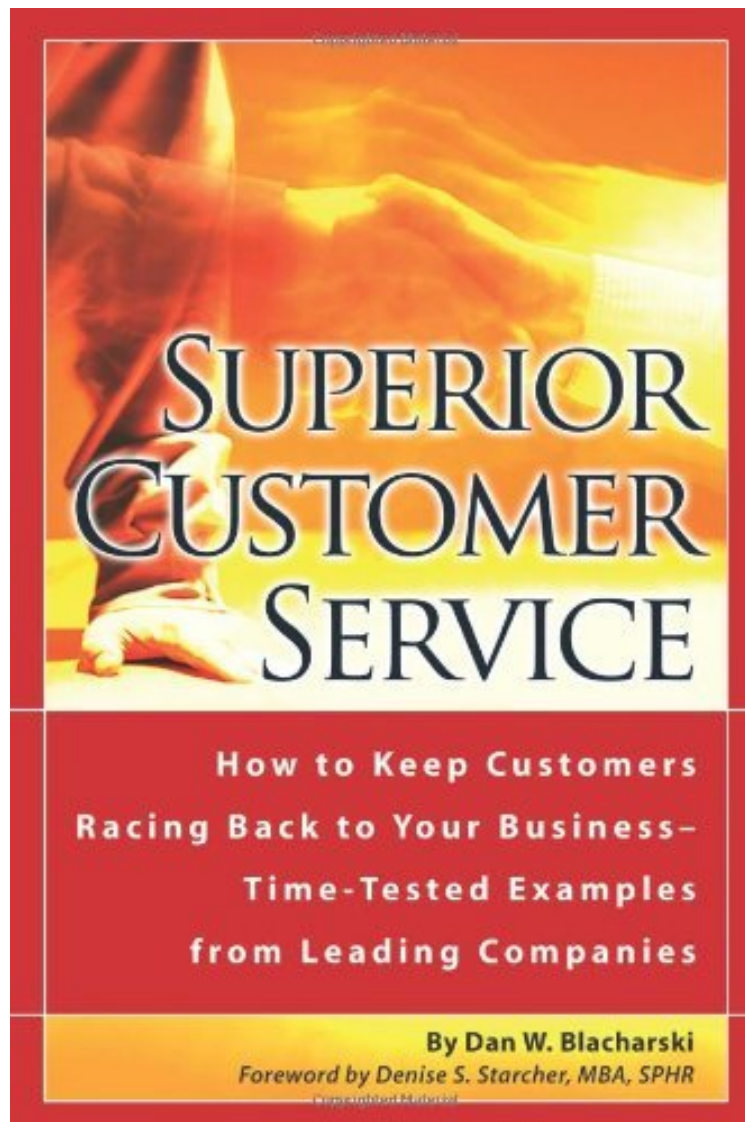


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Superior Customer Service: How to Keep Customers Racing Back to Your Business--Time Tested Examples from Leading Companies

Dan W Blacharski

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will not read this book b/c of all the bogus book reviews. Please notice how every 5-Star review shares the same pattern: time frame when written (August - December 2006), the author's other book reviews were also written in the same time frame, every reviewer appears to read the same books (including those unrelated to customer service), etc. I am very disappointed does not have more safeguards to prevent deceptive practices like this from occurring. What really makes me mad is how many books I've purchased in the past that received glowing reviews, but were absolutely terrible. Now I make it a point to do more research before purchasing any book or product. Buyer Beware!!!

3 of 4 people found the following review helpful. An Essential Read for Business Owners
By G. Ochs
Author Dan Blacharski has done it well. He's written a book about one facet of business that has not been dealt with much recently, despite its critical importance to business success. Blacharski discusses all aspects of customer service for both web-based and conventional businesses, and he defines guidelines for establishing a business whose employees have the "customer service mindset" that, undoubtedly, leads to increased sales and profitability. This book is chock full of advice and specific steps and procedures to follow to create a customer service-oriented environment that will set a business apart from the competition. It is an excellent treatment of the subject and will be invaluable to business owners, customer service managers and personnel, and sales personnel. When you pick up this book, jump right to "The Ten Commandments of Customer Service for Managers" and "The Ten Commandments of Customer Service for Employees" (pages 252-254), read them, and then start at the beginning.

0 of 1 people found the following review helpful. This should be a MUST READ for any and all employees -- Seriously!
By L. Salazar
From the Presidential Suite to the mailroom, and all the levels in between, the customer service aptitude of employees can make or break the success of a business. In his book, Superior Customer Service, Blacharski provides a fresh primer to reinforce the power that customer services has in the competitive world of business. Old conventional wisdom is shined up with new and fresh perspectives that make the informational, accessible and practical information provided a MUST for every employee. It is my opinion that this is the perfect text to build a customer service in-house training program around. Alternatively, it should be distributed as required reading at new employee orientation with the name badges and insurance information. It really is that good.

This new book details how to care for customers and how to make superior service happen, and keep customers coming back to your store or Web site. You will learn practical and innovative tips and tricks that are easy to implement. These concepts and skills can be applied immediately. This book is a ready-made, in-house training workshop and step-by-step manual for creating superior customer service in an ever-competitive business environment. Learn from successful companies what works and what doesn't to help keep customers racing back to your business.

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"...blends time-tested principles with innovative new ideas that will dramatically improve your customers' experience." --Cynthia A. Runnells, Director; BlackBird Media, Inc.

About the Author
Dan Blacharski has been a professional writer and online entrepreneur for over 15 years. He has written four books and ghost-written several others; has produced thousands of print and online features, articles and columns; and has helped many Internet companies refine their messaging. A refugee from Silicon Valley, he was there during the "dotcom boom," witnessing first-hand the incredible rise and fall of countless empires, and gaining insight into what makes a new-era Internet company succeed or fail. He worked directly with many of these companies, helping them to refine their messaging. Two of his own entrepreneurial dotcom ventures are the Five Buck Boutique (www.fivebuckboutique.com), an online same-price store; and We Know The Answers (www.weknowtheanswers.com), an advertiser-supported online informational site. He currently lives in South Bend, Indiana with his lovely wife Charoenkwan; but having never gotten quite used to the frigid midwest, they spend their winters in Bangkok.