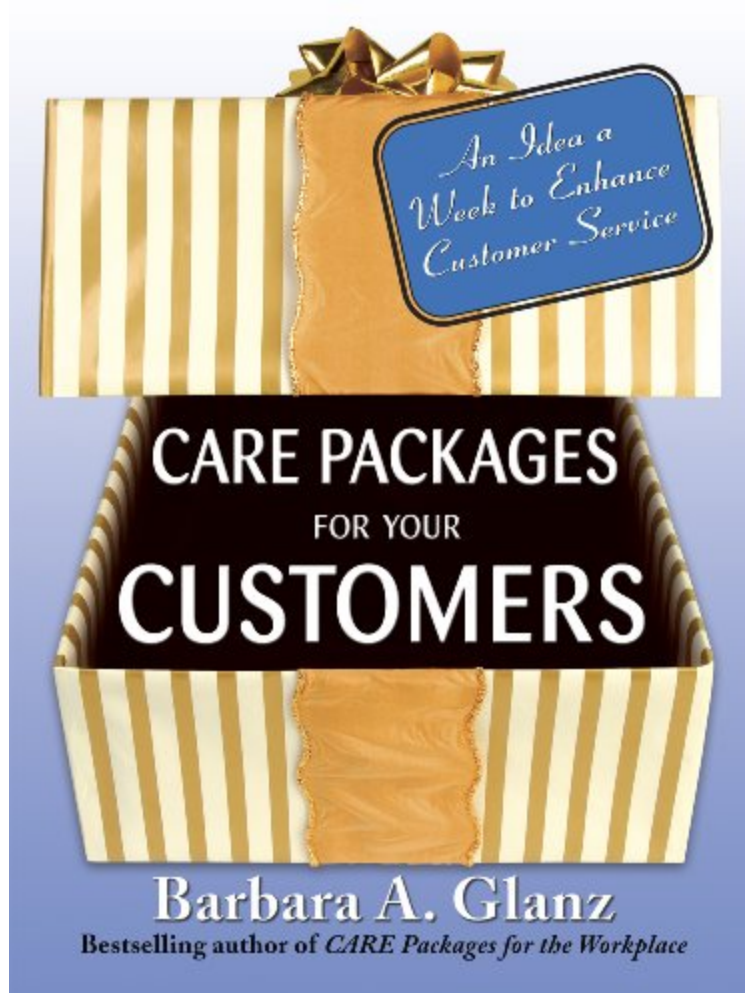


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worksheets Real-life examples of how companies create enhanced customer experiences Helpful "how-to" tips on obtaining customer feedback, organizing employee focus groups, and boosting employee performance Time-tested strategies for doing business, such as The Five Loyalty Builders and The Eleven Rules for Good Listening

From the Back Cover About the Author Barbara A. Glanz, C.S.P., is known as "the business speaker who speaks to your heart as well as your head." Featured on television, on radio, and in print, she gives frequent presentations at conferences and leading organizations worldwide. The author of 11 bestselling business how-to books, Glanz is an expert in helping companies improve morale, retention, and service.