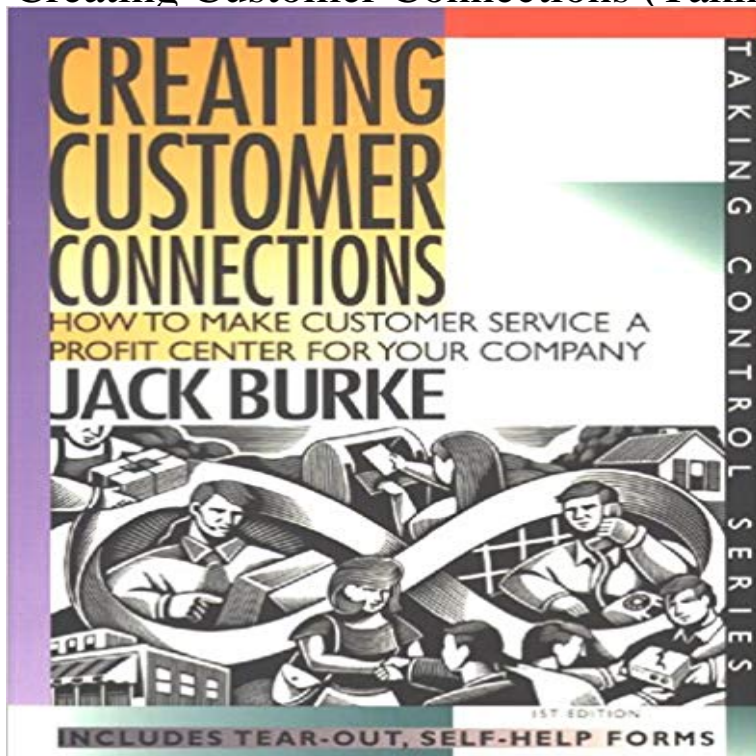


Creating Customer Connections (Taking Control Series)



Creating Customer Connections: How To Make Customer Service A Profit Center For Your Company shows how to define your corporate character and image so that what you say and how you say it matches what you do and how you do it. With Creating Customer Connections you can channel spontaneity and creativity into productive customer service and sales support outlets, use technology and new media to link your company and marketplace, prioritize results so that customer service people are always working on the best sale first, integrate sales and customer service operations so that they encourage repeat business, and combine public relations and advertising with customer services to create a cost effective, measurable marketing effort. Creating Customer Connections is must reading for anyone just starting out in an entrepreneurial venture or is a seasoned corporate manager. -- Midwest Book Review

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