

Customer Service and Relationships Bibliography  
MCC Library  
2/17/2010

**Dealing with difficult customers [videorecording].**

DVD HF 5415.5 .D42 2005 STAFF\_ONLY AV

**May I help you? [videorecording] : commendable customer service**

DVD HF 5415.5 .M3 2004 STAFF\_ONLY AV

**The behavioral advantage : what the smartest, most successful companies do differently to win in the B2B arena / Terry R. Bacon and David G. Pugh.**

Bacon, Terry R.

HD 58.7 .B34228 2004

**The Brandpromise : how Costco, Ketel One, Make-a-wish, Tourism Vancouver, and other leading brands make and keep the promise that guarantees success!**

Knapp, Duane E.

HD 69 .B7 K623 2008

**In search of excellence : lessons from America's best-run companies**

Peters, Thomas J.

HD 70 .U5 P424 1984

**Sun Tzu strategies for marketing : 12 essential principles for winning the war for customers**

Michaelson, Gerald A.

HF 5415 .M5268 2004

**Email marketing : using email to reach your target audience and build customer relationships**

Sterne, Jim, 1955-

HF 5415.1265 .S7417 2000

**Market-driven management : using the new marketing concept to create a customer-oriented company**

Webster, Frederick E.

HF 5415.13 .W467

**Customer centered growth : five proven strategies for building competitive advantage**

Whiteley, Richard C.

HF 5415.3 .W49 1996

**Satisfied customers tell three friends, angry customers tell 3,000 : running a business in today's consumer driven world**

Blackshaw, Pete.

HF 5415.335 .B55 2008

**One size fits one : building relationships one customer and one employee at a time**

Heil, Gary, 1950-

HF 5415.335 .H45 1999

**The inside advantage : the strategy that unlocks the hidden growth in your business**

Bloom, Robert H.

HF 5415.5 .B567 2008

**The big book of customer service training games : quick, fun activities for training customer service reps, salespeople, and anyone else who deals with customers**

Carlaw, Peggy.

HF 5415.5 .C37 1999

**Super service : seven keys to delivering great customer service even when you don't feel like it : even when they don't deserve it**

Gee, Jeff.

HF 5415.5 .G44 1999

**The customer service training tool kit : 60 activities for delivering super service to customers**

Gee, Val.

HF 5415.5 .G443 2000

**Customer focus**

Langevin, Roger G.

HF 5415.5 .L36 1998

**The Saturn difference : creating customer loyalty in your company**

Lenz, Vicki.

HF 5415.5 .L46 1999

**Planting flowers, pulling weeds : identifying your most profitable customers to ensure a lifetime of growth**

Rubio, Janet.

HF 5415.5 .R83 2002

Shaw, Colin, 1958-

**Building great customer experiences**

HF 5415.5 .S53 2005

**The Nordstrom way : the inside story of America's #1customer service company**

Spector, Robert, 1947-

HF 5415.5 .S627 1999

**Retail management : satisfaction of consumer needs**

Marquardt, Raymond A.

HF 5429 .M276 R4

**Futurize your enterprise : business strategy in the age of the e-customer**

Siegel, David, 1959-

HF 5548.32 .S55 1999

**The Disney way : harnessing the management secrets of Disney in your company**

Capodagli, Bill, 1948-

PN 1999 .W27 C37 1998

**The restaurant server's guide to quality customer service**

Martin, William B.

TX 925 .M37 1987