

<<无微不至>>

图书基本信息

书名：<<无微不至>>

13位ISBN编号：9780470043554

10位ISBN编号：0470043555

出版时间：2007-2

出版时间：John Wiley & Sons Inc

作者：Jonathan M. Tisch

页数：256

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## &lt;&lt;无微不至&gt;&gt;

## 内容概要

"Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!" "If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some." "What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more." "Attention to detail, passion, and dedication are a few of the things that made me successful as an athlete. Jonathan knows that by doing the same in business, you maximize the customer's experience and outscore the competition." 作者简介 : JONATHAN M. TISCH is Chairman and CEO of Loews Hotels, as well as co-Chairman of the Board and member of the Office of the President of Loews Corporation, the hotel chain's parent company and one of the largest diversified financial holding companies in the United States. Recognized as a preeminent leader of the nation's travel and tourism industry, Tisch is Chairman of the Travel Business Roundtable and NYC & Company, the city's official tourism marketing organization. In 2005, Tisch became the host of his own television show, Open Exchange: Beyond the Boardroom with Jonathan Tisch, a series of one-on-one interviews with America's preeminent CEOs and business luminaries. Tisch is also the author of the bestseller *The Power of We* (Wiley).

书籍目录

Acknowledgments Introduction: The Hotelier ' s Secret PART ONE THE PROBLEM AND THE SOLUTION  
1 What Happened to My Customers? 2 Engineering the Total Customer Experience PART TWO  
REIMAGINING THE CUSTOMER EXPERIENCE 3 Reimagining the Sale: Creating Customers Who are  
Happy to Buy 4 The Hospitable Organization: Turning Customers into Guests 5 Home Away from Home: The  
Art of Welcoming Customers 6 Haven Wanted: Providing Security in an Unsafe World 7 Open-Door Policy:  
The Challenge of Transparency 8 One Size Does Not Fit All: The New Art of Customization 9 Let Me Introduce  
You: Customer Communities in an Interactive World 10 High-Tech Goes High-Touch: Using the Internet to Go  
Global and Go Local 11 Everyone Is Welcome: The Challenges of Customer Diversity 12 Your Best, and a Little  
Bit More: Offering Something Extra to Your Customers Afterword: A Challenge That Never Ends Endnotes Index

<<无微不至>>

#### 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>