

Discovering The Soul Of Service The Nine Drivers Of Sustainable Business Success

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Discovering the Soul of Service looks at 14 diverse businesses, including the St. Paul Saints minor-league baseball team, Dial-A-Mattress, Midwest Express Airlines, and two of the world's fastest-growing service companies--Charles Schwab and Enterprise Rent-A-Car. "The lessons they teach are clear indeed," writes Berry, a marketing professor and director of the Center for Retailing Studies at Texas A & M University.

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Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success. This wise and inspiring book by Leonard Berry, moves far beyond his pioneering work in services marketing and service quality to explain how great service companies meet their toughest challenge: sustaining long-term success.

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In DISCOVERING THE SOUL OF SERVICE Leonard L. Berry goes beyond the scope of his previous works on service quality to show how flourishing service companies can sustain their success. Focusing on 14 companies that stand out from the pack, including Rent-a-Car and Midwest Express Airlines, Berry identifies nine core values of sustainable success for any service

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Sustaining Service Success Since customers expect products to be of high quality, service is the element that most often separates one competitor from another. The most important factor in the success of a service business isn't corporate practice, but humane values. Values-driven leadership is one of the nine key elements of service success.

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On Discovering The Soul Of Service. I recently finished reading Discovering The Soul Of Service – The Nine Drivers of Sustainable Business Success – by Leonard L. Berry. Leonard summarizes the main premise of this book as: “My purpose in this book is to identify, describe, and illustrate the underlying drivers of sustainable success in service businesses.

On Discovering The Soul Of Service | The Timesheet Chronicles

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