



Take Their Breath Away: How Imaginative Service Creates Devoted Customers

Chip R. Bell, John R. Patterson

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Praise for *Take Their Breath Away*

"Are you bored? We're so spoiled that when something is merely good enough, we just walk away. Chip and John explain that the surefire method for growth and customer loyalty is simple: don't be boring."

—**Seth Godin**, author of *Purple Cow and Tribes*

"*Take Their Breath Away* shows how legendary customer service delivery can win and keep devoted customers for life. I LUV this fantastic book."

—**Colleen Barrett**, President Emeritus, Southwest Airlines Company

"No one knows more about creating profit through service than Chip and John. If you want to know the best way to do it, read *Take Their Breath Away*. The examples in this book will certainly start your creative juices flowing and help your organization take your customers' breath away."

—**Howard Beharformer**, former president, Starbucks Coffee International.

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From reader reviews:

Kelly Neidig:

Nowadays reading books are more than want or need but also work as a life style. This reading addiction give you lot of advantages. The huge benefits you got of course the knowledge the particular information inside the book this improve your knowledge and information. The info you get based on what kind of guide you read, if you want send more knowledge just go with training books but if you want experience happy read one having theme for entertaining such as comic or novel. Typically the Take Their Breath Away: How Imaginative Service Creates Devoted Customers is kind of reserve which is giving the reader unpredictable experience.

Carlos Reese:

Spent a free time and energy to be fun activity to do! A lot of people spent their leisure time with their family, or their friends. Usually they performing activity like watching television, likely to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? Could possibly be reading a book might be option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to attempt look for book, may be the publication untitled Take Their Breath Away: How Imaginative Service Creates Devoted Customers can be good book to read. May be it might be best activity to you.

Timothy Roesch:

The book untitled Take Their Breath Away: How Imaginative Service Creates Devoted Customers contain a lot of information on the idea. The writer explains your girlfriend idea with easy technique. The language is very clear to see all the people, so do definitely not worry, you can easy to read this. The book was written by famous author. The author gives you in the new era of literary works. You can actually read this book because you can read more your smart phone, or model, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can open their official web-site as well as order it. Have a nice study.

Angela Bauer:

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