



Please Every Customer: Delivering Stellar Customer Service Across Cultures

Robert Lucas

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Whether you are new to customer service or have more experience, you will find *Please Every Customer: Delivering Stellar Customer Service Across Cultures* to be a valuable resource. In it, you will find a variety of helpful information and hundreds of tips, ideas and suggestions related to how people from different cultures communicate, view relationships and time, what they value and believe. You will also explore strategies for dealing with people who are not the same as you in that they speak another language, have diverse abilities, differ in age and gender, or have various behavioral preferences. Additionally, you will identify proven strategies that can assist you in better communicating with customers and for modifying your behavior to meet a given situation when dealing with other people. To help aid you in dealing with others, you will have an opportunity through activities called *Focus on Positive Global Service* to think about ways that you can apply concepts that you learn in the book. You will also read specific service implementation suggestions called *Positive Global Service Action Tips* that can be applied immediately to enhance your success when dealing with customers.

Once you finish reading this book of proven service strategies, I am sure that you will have the basic tools you need to provide positive global service to all your customers.

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