



Albrecht, Karl	The Only Thing That Matters: Bringing the Power of the Customer into the Center of Your Business
Bacal, Robert	Perfect Phrases for Customer Service
Block, Peter	Stewardship: Choosing Service Over Self-Interest
Gerson, Richard	Managing Customer Satisfaction
Kazanjian, Kirk	Exceeding Customer Expectations
Michelli, Joseph	The New Gold Standard: The Ritz Carlton Hotel Company
Lay, Hewlin and Moore	In a Downturn, Provoke Your Customers
Spector & McCarthy	The Nordstrom Way to Customer Service Excellence
Phelps, Stan	What's Your Purple Goldfish: 12 Ways to Win Customers & Influence Word of Mouth