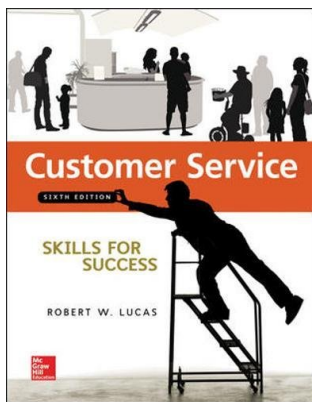


[PDF] Customer Service Skills For Success (Irwin Marketing)

Robert Lucas - pdf download free book



Books Details:

Title: Customer Service Skills for S
Author: Robert Lucas
Released:
Language:
Pages: 464
ISBN: 0073545465
ISBN13: 9780073545462
ASIN: 0073545465

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Description:

Recipient of the 2017 Textbook & Academic Authors Association's Textbook Excellence Award, *Customer Service Skills for Success* by Robert W. Lucas is the top-selling customer service textbook in the United States.

Customer Service Skills for Success 6e addresses real-world customer service issues and provides a variety of updated resources, activities, examples and tips from the author and active

professionals in the industry to gain and hold readers' interest while providing insights into the concepts and skills related to customer service.

The text begins with a macro view of what customer service involves today and provides projections for the future then focuses on specific skills and related topics.

The sixth edition of *Customer Service Skills for Success* contains 10 chapters divided into three parts, plus the Appendix, Glossary, and Bibliography. These parts focus on different aspects of customer service: (1) The Profession, (2) Skills for Success, and (3) Building and Maintaining Relationships. Along with valuable ideas, guidance, and perspectives, readers will also encounter interviews of real-world service providers, case study scenarios and activities to help you apply concepts learned to real-world situations in order to challenge your thinking on the issues presented.

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