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THE ART OF CLIENT SERVICE

REVISED AND UPDATED EDITION

ROBERT SOLOMON

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Marco Cascella

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Art of Client Service, 2003 Account executives and anyone else who deals with clients will find themselves flinching laughing and committing to memory this sound advice presented through real life stories of satisfying success and embarrassing failure along the total spectrum of client service

The Art of Client Service: 57 Things Every Advertising and Marketing Person Should Know 4th Edition Solomon, 2027-01-12

The Art of Managing Professional Services Maureen Broderick, 2010-10-24 Today millions of people work at over one million professional service firms generating over 2 trillion in revenue annually These firms face unique issues that are not fully understood by management thinkers and consultants Making matters more complex is that many of these firms stand at a crossroads searching for new strategies and practices to succeed in a radically new economy In *The Art of Managing Professional Services* Maureen Broderick offers the solution Broderick has brought together modern best practices for these and other crucial areas of professional services management Building communicating and maintaining shared vision values and culture Recruiting training and evaluating people Crafting the right strategies portfolio and mix of clients Innovating and sharing knowledge Financial planning metrics and reporting Positioning brand marketing and sales Defining effective partnerships equity selection and compensation Ensuring responsibility and accountability Organizational design structure governance and systems Leading effectively and growing the next generation of leaders This book reflects Broderick Co's unparalleled research into professional services management including 200 executive interviews with leaders and innovators in organizations of all sizes and types

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The Art and Science of Delivering Superior Customer Service Charles McIntyre, Harold Glaser, 2017-03-14

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