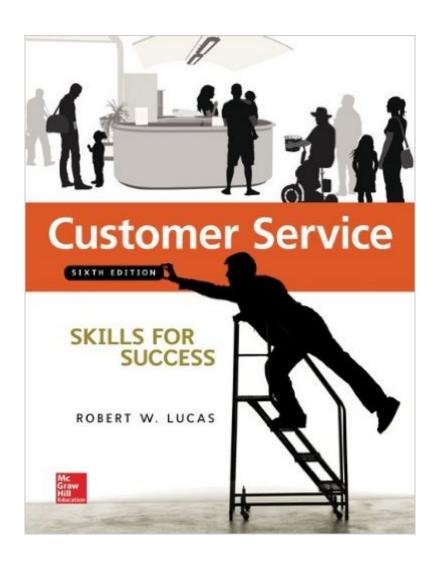
The book was found

Customer Service Skills For Success





Synopsis

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.

Book Information

Paperback: 464 pages

Publisher: McGraw-Hill Education; 6 edition (February 3, 2014)

Language: English

ISBN-10: 0073545465

ISBN-13: 978-0073545462

Product Dimensions: 8.6 x 0.7 x 10.7 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars Â See all reviews (28 customer reviews)

Best Sellers Rank: #42,297 in Books (See Top 100 in Books) #64 in Books > Business & Money

> Marketing & Sales > Customer Service #77 in Books > Textbooks > Business & Finance >

Marketing #371 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

This book is absolutely terrible. On top of being as overpriced as every other textbook ever, it also takes itself *way* too seriously. For one example, which is what this review will center on, Chapter 6 talks about four Behavioral Styles - Rational, Inquisitive, Decisive and Expressive. The chapter says that you should try to determine what type of personality a customer may have in order to better deal with them, but yet to not take it too seriously, since people may display traits from other

personality types as well. The catch? Well, at least to me, it really seems like Lucas simply made all of this up. I'm serious. At first he talks about research done by the likes of Carl Jung, but Lucas never makes a good connection between that and the specific four personality types that he lists as fact. Try googling those four terms ("Rational, Inquisitive, Decisive, Expressive") and as surely as clockwork, THIS book is the only result where it will show up. Being a college student, I also have access to professional databases like EBSCO and Academic OneFile, and I looked there too -nothing. Nothing at all. I cannot find those behavioral styles he was writing about anywhere. No Google result, no publication, nothing. The closest things I was able to find were a few random business articles with terms similar (but not exactly the same) to the book, but certainly nothing credible. I simply cannot find where Lucas got his information for his Behavioral Styles that he's passing off as fact. I mean, especially since he basically states that you can't take them *too* seriously anyway, since people apparently display attributes from all four - using Occam's Razor, wouldn't it be easier to just assume that these behavioral styles simply don't exist at all?

Download to continue reading...

Customer Service: Career Success Through Customer Loyalty (6th Edition) Leadership: Management Skills, Social Skills, Communication Skills - All The Skills You'll Need (Conversation) Skills, Effective Communication, Emotional ... Skills, Charisma Book 1) The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) Customer Service Skills for Success The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides) Food Service Menus: Pricing and Managing the Food Service Menu for Maximun Profit (The Food Service Professional Guide to Series 13) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Skills for Success with Microsoft Office 2016 Volume 1 (Skills for Success for Office 2016 Series) Skills for Success with Excel 2016 Comprehensive (Skills for Success for Office 2016 Series) Skills for Success with Office 2013 Volume 1 (Skills for Success, Office 2013) Skills for Success with Office 2016 Volume 1 (Skills for Success for Office 2016 Series) Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming

Back and Tell Everyone They Know Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry The Nordstrom Way: The Inside Story of America's #1 Customer Service Company Raving Fans: A Revolutionary Approach To Customer Service