



The Nordstrom Way to Customer Experience Excellence: Creating a Values-Driven Service Culture (Paperback)

By Robert Spector, Patrick D. McCarthy

John Wiley Sons Inc, United States, 2017. Paperback. Condition: New. 3rd Edition. Language: English . Brand New Book. Top Ten Business Books For 2017 - Forbes The fully revised and updated edition of the classic book about Nordstrom s extraordinary customer service In this new edition of the management classic, the authors explore in-depth the core values of the culture that have made Nordstrom synonymous with legendary customer service. These essential values have enabled Nordstrom to survive and adapt to dramatic market shifts regularly since 1901, and the new edition explains how the Nordstrom approach can be emulated by any organization in any industry in every corner of the world. This is not a book about selling shoes or clothes or cosmetics or jewelry. It is a book about how underlying values such as respect, trust, compensation and, even fun, are the building blocks of a culture where employees are empowered to consistently deliver a world-class experience to customers. Nordstrom believes that the employee experience determines the customer experience, and that when you attract and reward people who are comfortable in a service-oriented culture, then everyone succeeds both individually and collectively. No wonder Nordstrom is one of only five companies...



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