

Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success

By Leonard L. Berry

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Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success By Leonard L. Berry

This wise and inspiring book by Leonard Berry, moves far beyond his pioneering work in services marketing and service quality to explain how great service companies meet their toughest challenge: sustaining long-term success.

In a world where customers regard flawless products as a given, service is the key differentiator between competitors in any field.

From Berry's exacting study of fourteen mature, highly successful, labor-intensive companies comes an astonishing revelation: the single most important factor in building a lasting service business is not a matter of savvy business practice, but of humane values. In all fourteen award-winning companies -- Bergstrom Hotels, The Charles Schwab Corporation, Chick-fil-A, The Container Store, Custom Research Inc., Dana Commercial Credit, Dial-A-Mattress, Enterprise Rent-A-Car, Midwest Express Airlines, Miller SQA, Special Expeditions, St. Paul Saints, USAA, and Ukrop's Super Markets -- values-driven leadership connects with strategic focus, executional excellence, control of destiny, trust-based relationships, generosity, investment in employee success, acting small, and brand cultivation to drive customer satisfaction, innovation, and growth. Dedicating a chapter to each of these nine drivers, this book is the most far-reaching and insightful vision ever presented of the principles and step-by-step actions that continuously bring success to life in a company.

Berry's comprehensive model reveals the soul that underlies the strategies and day-to-day operations of great service companies, guiding the thousands of daily decisions of individual employees. Clear, compelling, pathbreaking, *Discovering the Soul of Service* is essential reading for managers everywhere.

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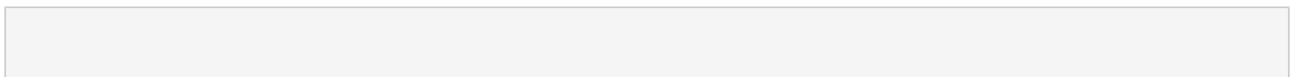
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Editorial Review

Amazon.com Review

Leonard L. Berry examines some of America's great service companies and finds "nine drivers of excellence" that are behind them all. *Discovering the Soul of Service* looks at 14 diverse businesses, including the St. Paul Saints minor-league baseball team, Dial-A-Mattress, Midwest Express Airlines, and two of the world's fastest-growing service companies--Charles Schwab and Enterprise Rent-A-Car. "The lessons they teach are clear indeed," writes Berry, a marketing professor and director of the Center for Retailing Studies at Texas A & M University. "Although the companies differ on the outside--the nature, size and structure of their businesses--to a remarkable degree they are the same on the inside, sharing the drivers of their ongoing success." The "nine drivers" that Berry uncovers are the following: Leading with Values, Strategic Focus, Executional Excellence, Control of Destiny, Trust-Based Relationships, Investment in Employee Success, Acting Small, Brand Cultivation, and Generosity. Berry, whose previous books include *On Great Service: A Framework for Action* and *Delivering Quality Service*, writes that the basis of a successful service organization is value-driven leadership and "building a humane community that humanely serves customers and the broader community in which they live." *Discovering the Soul of Service* is inspiring--and potentially profitable--reading for anyone in business today. --Dan Ring

Review

Tom Peters author of *The Circle of Innovation* Waiting for the "masterwork" on service? Wait no longer. Leonard Berry's *Discovering the Soul of Service* is it! A brilliant book, eminently compelling case studies from Charles Schwab to Midwest Express. It doesn't get better than this.

David Glass President and Chief Executive Officer, Wal-Mart Stores, Inc. A blueprint that will work for anyone wanting to sustain successful service. A must for anyone interested in service businesses.

Garrett H. Jamison President and Chief Executive Officer, Banc One Investment Management Group A treasure for anyone truly serious about sustaining a service culture.

Robert L. Tillman Chairman, President, and Chief Executive Officer, Lowe's Companies, Inc. Captures the essence of what is required to sustain success in a labor-intensive service business. An outstanding book.

Jerry Richardson Owner/Founder, Carolina Panthers A world-class resource on leadership values and the human side of business.

Stanley Marcus Chairman Emeritus, Neiman Marcus Len Berry holds the black belt in customer service.

From the Inside Flap

In a world where customers regard flawless products as a given, service is the key differentiator between competitors in any field. This wise and inspiring book by Leonard Berry, our leading service expert, moves far beyond his pioneering work in services marketing and service quality to explain how great service companies meet their toughest challenge: sustaining long-term success.

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Users Review

From reader reviews:

Andre Roberts:

Now a day individuals who Living in the era just where everything reachable by talk with the internet and the resources in it can be true or not call for people to be aware of each facts they get. How individuals to be smart in obtaining any information nowadays? Of course the reply is reading a book. Reading a book can help folks out of this uncertainty Information especially this *Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success* book because this book offers you rich data and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it as you know.

Edwin Dulac:

The particular book *Discovering the Soul of Service: The Nine Drivers of Sustainable Business Success* has a lot details on it. So when you read this book you can get a lot of help. The book was written by the very famous author. Mcdougal makes some research before write this book. This specific book very easy to read you will get the point easily after looking over this book.

Janice Pyles:

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Marcella Baird:

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