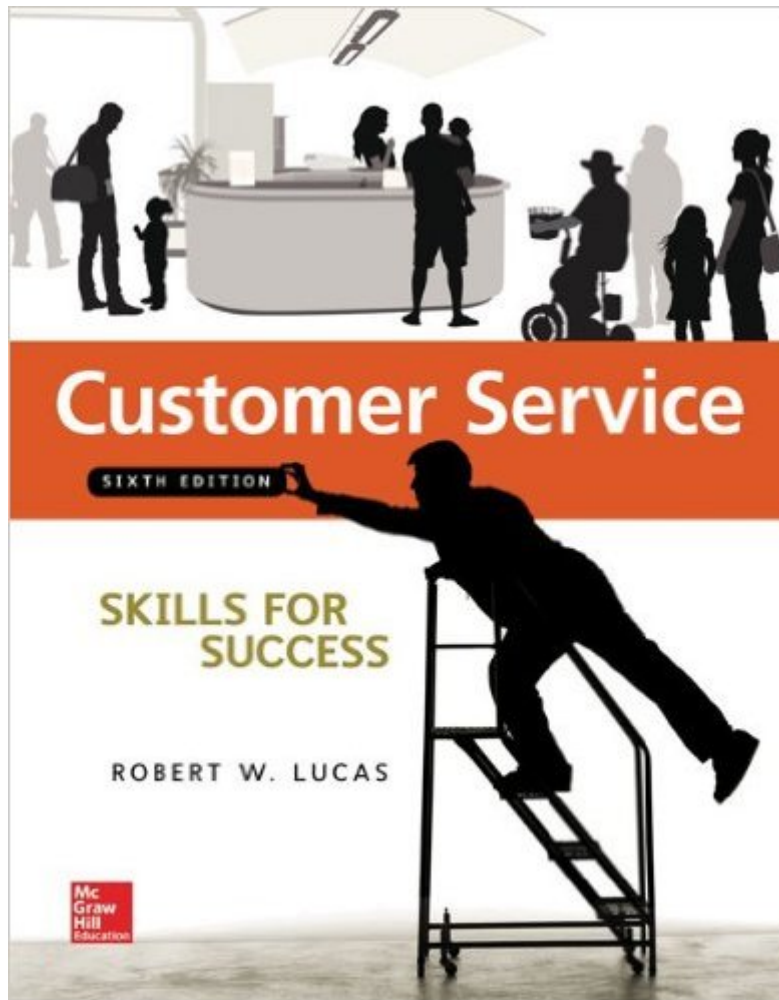


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Customer Service Skills For Success



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 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?

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