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A COMPLAINT IS A GIFT: RECOVERING CUSTOMER LOYALTY WHEN THINGS GO WRONG



Berrett-Koehler Publishers. Paperback. Book Condition: New. Paperback. 287 pages. Dimensions: 9.1in. x 5.9in. x 1.0in. The first edition of A Complaint is a Gift introduced the revolutionary notion that customer complaints are not annoyances to be dodged, denied or buried, but are instead valuable pieces of feedback that can be used to improve an organizations products and services. This new edition has been thoroughly revised and updated. There are two brand new chapters on the Internet, a new section entitled Handling...

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- Authored by Janelle Barlow
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