

Business Non-Fiction

Customer Service and Engagement

- 📖 *501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Make a Lasting Impression* – Donna Cutting – BUSINESS 658.8 CUTTING
- 📖 *All About Them: Grow Your Business by Focusing on Others* – Bruce Turkel – BUSINESS 658.827 TURKEL
- 📖 *Building a Storybrand: Clarify Your Message so Customers Will Listen* – Donald Miller – BUSINESS 658.8 MILLER
- 📖 *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) that Engage Customers and Ignite Your Business* – Ann Handley and C.C. Chapman – BUSINESS 658.8 HANDLEY
- 📖 *Customer Service: New Rules for a Social Media World* – Peter Shankman – BUSINESS 658.8 SHANKMAN
- 📖 *Customer Service Training 101: Quick and Easy Techniques that Get Great Results* – Renee Evenson – BUSINESS 658.3 EVENSON
- 📖 *Dealing with Difficult Customers: How to Turn Demanding, Dissatisfied, and Disagreeable Clients into Your Best Customers* – Noah Fleming and Shawn Veltman – BUSINESS 658.8 FLEMING
- 📖 *Engagement Marketing: How Small Business Wins in a Socially Connected World* – Gail F. Goodman – BUSINESS 658.8 GOODMAN
- 📖 *Fanocracy: Turning Fans into Customers and Customers into Fans* – David Meerman Scott and Reiko Scott – BUSINESS 658.812 SCOTT
- 📖 *Getting Naked: A Business Fable about Shedding the Three Fears that Sabotage Client Loyalty* – Patrick Lencioni – BUSINESS 658.812 LENCIONI
- 📖 *How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing* – Adrean Swinscoe – BUSINESS 658.812 SWINSCOE
- 📖 *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on All Social Networks that Matter* – David Kerpen – BUSINESS 658.8 KERPEN
- 📖 *Listening with Empathy: Creating Genuine Connections with Customers and Colleagues* – John Selby – BUSINESS 650.1 SELBY
- 📖 *No Nonsense: Attract New Customers* – Jerry R. Wilson – BUSINESS 658.812 WILSON
- 📖 *The Nordstrom Way to Customer Service Excellence: Creating a Values-Driven Service Culture* – Robert Spector and Breanne O. Reeves – BUSINESS 658.812 SPECTOR
- 📖 *Who's Your Gladys?: How to Turn Even the Most Difficult Customer into Your Biggest Fan* – Marilyn Suttle – BUSINESS 658.8 SUTTLE
- 📖 *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight* – Thomas A. Stewart and Patricia O'Connell – BUSINESS 658.8 STEWART

