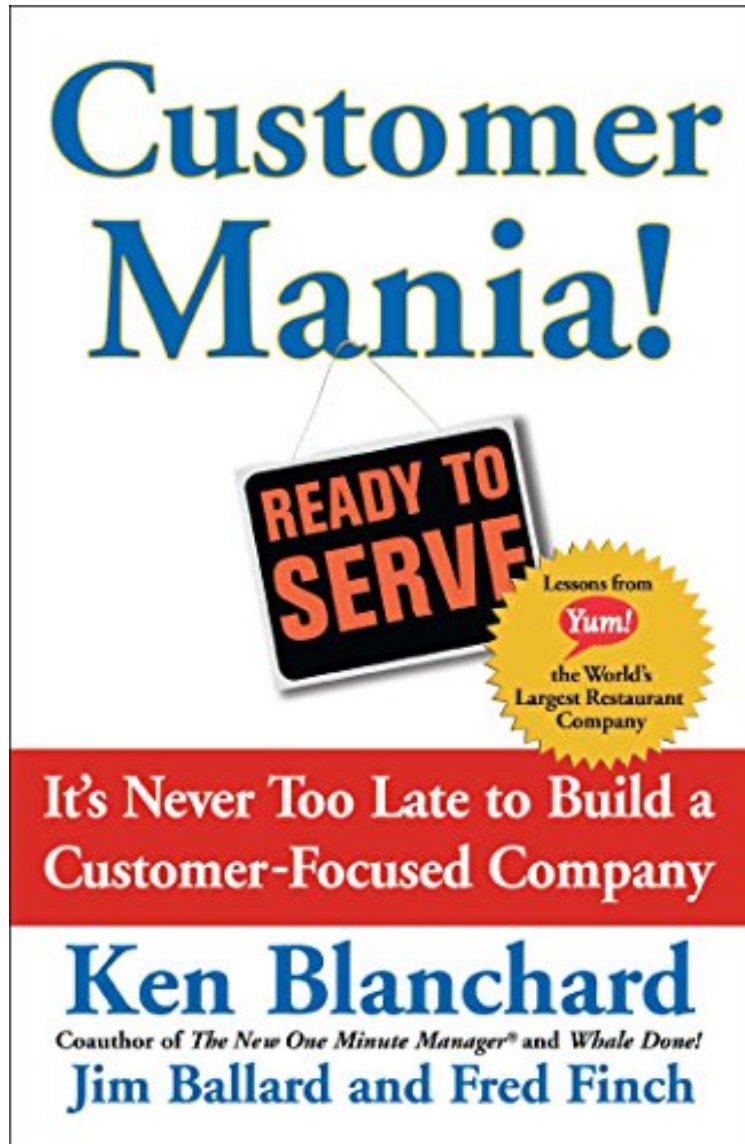


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Customer Mania!: It's Never Too Late to Build a Customer-Focused Company

Kenneth Blanchard

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From Publishers WeeklySelf-described "Chief Spiritual Officer" Blanchard strikes a familiar note of ebullient optimism in this follow up to his bestsellers *The One-Minute Manager*, *Whale Done* and *Raving Fans!* This time the business populist chronicles the efforts of Yum! brands to build a customer-focused corporate culture. As the corporate parent of Kentucky Fried Chicken, Pizza Hut, Taco Bell, AW and Long John Silver, Yum! operates in an industry where a 200% annual turnover rate is normal. So the company's own 40% annual turnover rate is exceptional, and its creation of a positive employee culture is no mean feat. Thus, Yum!'s survival in the fast food business—which relies heavily on the public's contact with its front line employees—provides useful lessons for any manager whose business depends upon customer satisfaction. Unfortunately, however, Blanchard's book fails to step back and address its subject objectively. Instead, the narrative reads like a spiritual revival meeting, making it difficult to separate the practical advances from the author's hype. Has all the feel-good hoopla created higher profits? Deflected competition? Raised share prices? Failures, negativity and cynicism don't find their way into this book. They are swiftly eliminated, just like people with the wrong attitude at Yum!

Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Customer Mania is the finest distillation of Ken Blanchard's wisdom, convictions, and possibility thinking to date. What inspired me most was the journey from possibilities to reality and that he validated the fundamental truths - that it can happen and it is never too late to start!" Tami Heim, former president of Borders, Inc. "Anyone in a customer-focused business really MUST read this book! It is somehow simple, powerful, actionable, compelling and immensely readable all at once. I'll never provide - or receive - service the same way again. In fact, I'll carry a copy with me and give it to people whenever I experience underwhelming service." Patrick Lencioni, bestselling author of *The Five Dysfunctions of a Team* "In the long history of management writing, no one has so clearly and memorably extracted, exposed, illustrated and explained the essentials of enlightened and profitable management as Ken Blanchard. Now he, with Jim Ballard and Fred Finch, offers us the ultimate customer service book, 'Customer Mania!' The title is a dead give away of the passionate and persuasive argument contained in these pages. Bravo!" Tom Peters "This book gets to the bottom line fast: If you don't take care of your customers, somebody else will. Do what I did, and order a copy of this book for every one of your employees and have them memorize the 4 critical steps to creating Customer Mania! This book shows you how to make your customers so happy that you'll be laughing all the way to the bank." Robert Allen, author of *Nothing Down for the 2000s*

About the AuthorJim Ballard has written a number of inspirational books, including *Mind Like Water* and *What's the Rush?* He has coauthored several popular books along with bestselling business guru Ken Blanchard. Teachings of the worldrenown author and yogi Paramahansa Yogananda inspired Jim to write this wave fable. Jim is a business consultant, hospice volunteer, and Big Brother. He lives in Amherst, Massachusetts. Please visit Jim's website at www.littlewave.org.