

# **Customer Service Pathfinder**

## **Guam Community College**

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#### **A. Books**

301 great customer service ideas from America's most innovative small companies  
by Artz, Nancy. Boston, MA :Inc. Pub.,:c1997.  
Call #: NF 658.8 ART 1997

Be our guest : perfecting the art of customer service  
by Disney Institute. New York :Disney Editions,:c2001.  
Call #: NF 658.812 BEO 2001

Best face forward : why companies must improve their service interfaces with customers  
by Rayport, Jeffrey F., Jaworski, Bernard J.  
Boston, Mass. :Harvard Business School Press,:c2005.  
Call #: NF 658.812 RAY 2005

Customer chemistry: how to keep the customers you want – and say “goodbye” to the ones  
you don’t, by Naylor, Mary; Greco, Susan, Chicago: McGraw-Hill: c2002  
Call#NF 658.8 Nay 2002

Customer satisfaction is worthless, customer loyalty is priceless: how to make customers  
love you, keep them coming back and tell everyone they know  
By Gitomer, Jeffrey H., Austin, Tex: Bard Press,: c 1998.  
Call # NF 658.8 GIT 1998

Customer service for dummies  
by Leland, Karen., Bailey, Keith.  
Foster City, CA :IDG Books,:c1999.  
Call #: NF 658.8 LEL 1999

The Disney way : harnessing the management secrets of Disney in your company \*  
by Capodagli, Bill, 1948-, Jackson, Lynn, 1955-  
New York :McGraw Hill,:c1999.  
Call #: NF 384.8 CAP 1999

301 great customer service ideas from America's most innovative small companies \*  
by Artz, Nancy.  
Boston, MA :Inc. Pub.,:c1997.  
Call #: NF 658.8 ART 1997

Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing and reporting customer satisfaction measurement programs  
By Vavra, Terry G., Milwaukee, Wis. :ASQ Quality Press; c1997  
Call #NF 658.812 VAV 1997

Online customer care: strategies for call center excellence  
By Cusack, Michael, 1955  
Milwaukee, Wis. :ASQ Quality Press, c1998.  
Call #NF 648.812 CUS 1998

Integrity service : treat your customers right, watch your business grow \*  
by Willingham, Ron, 1932-  
New York :Free Press,:c2005.  
Call #: NF 658.812 WIL 2005

Keeping the edge : giving customers the service they demand  
by Schaaf, Dick.  
New York, N.Y., U.S.A. :Dutton,:c1995.  
Call #: NF 658.8 SCH 1995

The Nordstrom way : the inside story of America's # 1 customer service company \*  
by Spector, Robert, 1947-, McCarthy, Patrick D.  
New York :Wiley,:1995.  
Call #: NF 658.871 SPE 1995

Pour your heart into it : how Starbucks built a company one cup at a time /  
by Schultz, Howard., Yang, Dori Jones.  
New York, NY :Hyperion,:c1997

Quality customer service : the art of treating customers as guests  
by Martin, William B.  
Los Altos, Calif. :Crisp Publications,:c1987.  
Call #: NF 647.92 Mar

When fish fly : lessons for creating a vital and energized workplace from the world famous Pike Place Fish Market  
by Yokoyama, John, 1940-, Michelli, Joseph A., 1960-, New York :Hyperion,:2004.  
Call #: NF 658.314 YOK 2004

Winning the service game  
by Schneider, Benjamin, 1938-, Bowen, David Earl.  
Boston, Mass. :Harvard Business School Press,:c1995.  
Call #: NF 658.8 SCH 1995