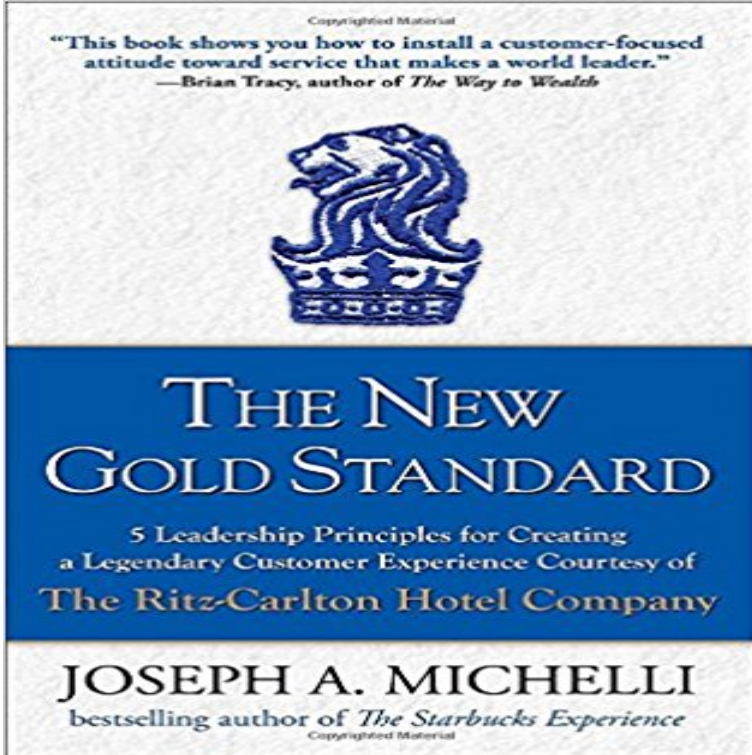


The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company



Discover the secrets of world-class leadership! When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the companys extraordinary success are revealed. The New Gold Standard takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the companys executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Understanding the ever-evolving needs of customers Empowering employees by treating them with the utmost respect Anticipating customers unexpressed needs and concerns Developing and conducting an unsurpassed training regimen Sharing engaging stories from the companys employees--from the corporate office and hotels around the globe--Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. The New Gold Standard weaves practical how-to advice, proven leadership tools, and the

wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

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