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The Nordstrom Way: The Insider Story of America's #1 Customer Service Company (Norddstrom Way)

Robert Spector

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When it comes to customer service, American retail giant Nordstrom is the standard against which all other companies are measured. Newly updated and revised, this text provides a candid and uncensored behind-the-scenes look at how Nordstrom has achieved its extraordinary success, with an annual revenue of $4 billion and an army of satisfied customers. The author also cuts through the mystique surrounding Nordstrom culture to show how other firms can imitate the retail legend's example.

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