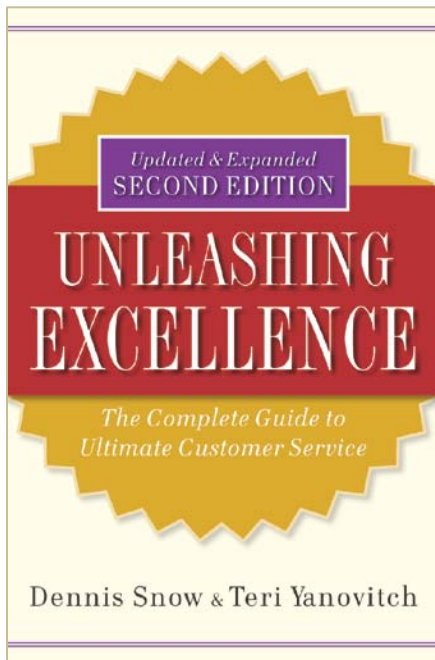


FOR IMMEDIATE RELEASE



The 9 steps to world class customer service revealed in new book from Wiley

ORLANDO, FL – November 11, 2009—There’s no doubt that the quality of a company’s customer service is serious business. Just in the last week, the *Charlotte Business Journal* reported that Bank of America President of Consumer and Small Business Banking Brian Moynihan “told the audience at the BancAnalysts Association of Boston Conference he’s overseeing a move to a customer service culture after years as a sales force culture.” Borders announced that it is “introducing an innovative new program for the holiday season designed to guarantee a satisfying shopping experience for customers.” And the headline of one press release read: “First Bank of Dix Chooses CSI Because of Customer Service.”

For companies ready to make the transition to a service excellence culture, John Wiley & Sons is releasing the highly-anticipated second edition of *Unleashing Excellence: The Complete Guide to Ultimate Customer Service* by Dennis Snow and Teri Yanovitch on November 16, 2009. Widely regarded as the definitive guide on developing a customer service culture from the ground up, *Unleashing Excellence* reveals the four core elements of what world class service leaders like Disney consistently do well, then literally walks readers through the nine action steps necessary to apply it.

Originally published in 2003, *Unleashing Excellence* has been fully-updated and expanded to include the latest tools, best practices, and user insights by a range of companies and organizations. Among those featured are a national restaurant chain with 31,000 outlets, an international manufacturer of industrial engines and fuel systems with annual sales of \$14 billion, an eight-state chain of kids’ hair salons, a ten-bank holding company, and a 460-mile toll-based turnpike carrying up to 2 million vehicles a day.

Few know this subject as thoroughly as authors Dennis Snow and Teri Yanovitch, who have counseled hundreds of companies – including AAA, American Express, Blockbuster, Cummins, Ernst & Young, ExxonMobil, Marriott, Nationwide, Nokia, RadioShack, Scholastic and Subway. Each has spent

the greater part of three decades in the field, working with companies that have played a pivotal role in setting the benchmarks on which *Unleashing Excellence* is modeled.

Snow learned the magic of incomparable customer service during a 20-year career with the Walt Disney Company, where he served in such executive positions as head of Disney University Cast Training and manager of the newly-formed Disney Institute's Customized Programs division that trained outside corporations in the Disney philosophy. Yanovitch's expertise in service excellence was acquired over a period of two decades as a consultant and trainer to approximately 300 of the Fortune 500 companies. She is a former vice president for the pioneering quality management firm, Philip Crosby Associates, and a top keynote speaker and workshop presenter for the Disney Institute Business Programs and Disney University. Both are internationally-recognized consultants, trainers and speakers today. (Full bios are available at www.unleashingexcellence.com.)

Unleashing Excellence is recommended by such business leaders as Richard A. Nunis, Retired Chairman of Walt Disney Parks & Resorts; Fred DeLuca, President and Co-Founder of Subway Restaurants; Pamela Paulk, Vice President, Human Resources for Johns Hopkins Health System; and Gary Webb, Executive Vice President, Operations for First Financial Bankshares, Inc.

DETAILS:

Website: www.unleashingexcellence.com

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Available at Amazon.com, Barnesandnoble.com, Borders.com and local bookstores

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