

REPEAT BUSINESS

The Book That Should Be Every Business Person's Guide

Repeat Business tells you in straightforward, plain language and colorful anecdotes how to treat people so they will keep coming back as satisfied customers. By the author who has trained more than 100,000 business managers in the United States, Africa, Italy, Canada, and Great Britain, *Repeat Business* has been hailed as the business success book for the 21st Century---

- **Dale Warman, former Executive Vice President of Fred Meyer:**

"The principles you outline in *Repeat Business* are truly the basis of what you taught to over 1,000 Fred Meyer top management in the 13-week seminars. It is the guide to building a solid customer base."

- **Don Olsen, Publisher, *This Week Magazine*:**

"This book is an excellent road map for the new manager whose success in business relies on customer service (That's all of us!)..."

- **Bob Ulrich, Marketing Director, Dial One Northwest, Inc.:**

"What a great book! It is a must for all employee manuals in companies of all sizes. You are right, customers are less and less tolerant of companies that don't show a caring attitude."

- **Nada S. Perrie, General Manager, GTE Mobilnet:**

"It's so enjoyable and easy to read...a cross between Garrison Keillor and Paul Harvey... But most of all it got me excited about what we can do to create repeat business. I want to make sure every employee in my office has a copy."



\$12.95