



Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience

Jonathan M. Tisch

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Praise for *Chocolates on the Pillow Aren't Enough*

"Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!"

—David Neeleman, founder and CEO, JetBlue Airways Corporation

"If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some."

—Millard S. Drexler, Chairman and CEO, J. Crew Group

"What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more."

—Emeril Lagasse

"Attention to detail, passion, and dedication are a few of the things that made me successful as an athlete. Jonathan knows that by doing the same in business, you maximize the customer's experience and outscore the competition."

—Tiki Barber

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From reader reviews:

Eloise Torres:

Nowadays reading books become more and more than want or need but also work as a life style. This reading behavior give you lot of advantages. The advantages you got of course the knowledge the particular information inside the book in which improve your knowledge and information. The knowledge you get based on what kind of book you read, if you want get more knowledge just go with education books but if you want really feel happy read one using theme for entertaining for instance comic or novel. The particular Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience is kind of publication which is giving the reader erratic experience.

Matilda Greiner:

Do you have something that you enjoy such as book? The book lovers usually prefer to select book like comic, quick story and the biggest one is novel. Now, why not striving Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience that give your entertainment preference will be satisfied simply by reading this book. Reading behavior all over the world can be said as the opportunity for people to know world better then how they react when it comes to the world. It can't be mentioned constantly that reading practice only for the geeky individual but for all of you who wants to end up being success person. So , for all of you who want to start reading through as your good habit, you may pick Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience become your starter.

Maranda Shoemaker:

This Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience is great guide for you because the content that is full of information for you who all always deal with world and get to make decision every minute. That book reveal it details accurately using great coordinate word or we can declare no rambling sentences inside it. So if you are read the idea hurriedly you can have whole facts in it. Doesn't mean it only provides you with straight forward sentences but challenging core information with attractive delivering sentences. Having Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience in your hand like getting the world in your arm, data in it is not ridiculous one. We can say that no book that offer you world within ten or fifteen minute right but this reserve already do that. So , this is certainly good reading book. Hey Mr. and Mrs. active do you still doubt in which?

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