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how flourishing service companies can sustain their success. Focusing on 14 companies that stand out from the pack, including Rent-a-Car and Midwest Express Airlines, Berry identifies nine core values of sustainable success for any

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looks at 14 diverse businesses, including the St. Paul Saints minor-league baseball team, Dial-A-Mattress, Midwest Express Airlines, and two of the world's fastest-growing service companies--Charles Schwab and Enterprise Rent-A-Car. "The

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Drivers they teach are clear indeed," writes Berry, a marketing professor and director of the Center for Retailing Studies at Texas A & M University.

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Leonard Berry, moves far beyond his pioneering work in services marketing and service quality to explain how great service companies meet their toughest challenge: sustaining long-term success. In a world where customers regard flawless



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products as a given, service is the key differentiator between competitors in any field. From Berry's exacting study of fourteen mature, highly successful, labor-intensive companies comes an astonishing revelation: the single most important factor in building

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a lasting service business is not a matter of savvy business practice, but of humane values. In all fourteen award-winning companies -- Bergstrom Hotels, The Charles Schwab Corporation, Chick-fil-A, The Container Store, Custom Research Inc., Dana

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Commercial Credit, Dial-A-Mattress, Enterprise Rent-A-Car, Midwest Express Airlines, Miller SQA, Special Expeditions, St. Paul Saints, USAA, and Ukrop's Super Markets -- values-driven leadership connects with strategic focus, executional excellence,

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control of destiny, trust-based relationships, generosity, investment in employee success, acting small, and brand cultivation to drive customer satisfaction, innovation, and growth. Dedicating a chapter to each of these nine drivers, this

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your natural potential to discover your true calling in life. Reprint.

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acceptance, and, in the process, discover your life's purpose and the boundless possibilities that await you. Your soul signature is your spiritual DNA—it is who you are at your core, the most authentic part of you, your singular contribution to this world.

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And yet we reject our authentic selves. We allow our soul signature to become blocked by any number of emotional obstacles that life throws in our path: anger, fear, guilt, shame, sadness, despair. Any or all of these feelings overtake us and

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create a density, a heaviness that doesn't permit us to embrace who we truly are, deep inside. We are energetic beings, Panache Desai reminds us, and emotions are energy in motion. When we are blocked we feel unworthy, less than, unloved, incomplete. In

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Discovering Your Soul Signature, Panache invites us on a 33-day path of meditations—short passages to be read at morning, noon, and night that are designed to dismantle the emotional burden that holds us back and open us up to changing our lives.

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Through this distilled, poetic, practical, and inspiring course, he invites us to live a life of authenticity, to rediscover purpose and passion, and to believe from our soul in the possibility of all things.

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John Eldredge revises and updates his best-selling, renowned Christian classic. God designed men to be dangerous, says John Eldredge. Simply look at the dreams and desires written in the heart of every boy: To be a hero, to be a warrior, to live a life

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of adventure and risk. Sadly, most men abandon those dreams and desires-aided by a Christianity that feels like nothing more than pressure to be a "nice guy." It is no wonder that many men avoid church, and those who go are often passive and bored to

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death. In this provocative book, Eldredge gives women a look inside the true heart of a man and gives men permission to be what God designed them to be—dangerous, passionate, alive, and free.



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Have you ever noticed that life is like a treasure hunt? The more we understand ourselves, our relationships, and the world around us, the wiser we become. The challenges we face in our lives are hidden gems of wisdom that are waiting to be discovered

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and added to our personal treasure box. The events in our lives are irrelevant. They are simply the foundations we lay for our personal growth-and opportunities to add other gemstones to our treasure box. It is up to us to discover the

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gemstones of wisdom that are buried within the events of our lives. This book will help you gain insights into your buried treasures by teaching how to connect with your Akashic Records. With the loving assistance of your Divine Spiritual

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Family (God/Goddess, All That Is, Ascended Masters, etc.) and the connection to your Akashic Records, you will experience a deeper understanding of yourself and the world around you. The Akashic Records can help you find the gemstones within any arena-

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combines the first two to generate stories from scratch."--Back cover.

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a life-long path for experiencing deeper happiness. A must-read for anyone seeking answers to the most important questions of life." ~ Jennifer Read Hawthorne, co-author, #1 New York Times bestseller Chicken Soup for the Woman's Soul and The Soul of

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Success "A well thought out personal guide to coming home to one's own source of fulfillment, Rajiv Vij has combined his personal life experience along with his years as a personal life coach to show how self responsibility combined with the

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Inspiration of a newfound life purpose grounded in helping others, is truly the path to personal mastery. I recommend this book to anyone yearning for real change, and for those who could use further inspiration to take the next important step

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toward manifesting their true life's work." ~ Paula Horan, PhD, Reiki Master and author of Fierce Innocence and Core Empowerment "This neat, well written volume, talks about inner transformation and how this leads to a life that has deep meaning.

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Success - as defined conventionally - is a by-product of such transformation. It is a great reminder that our potential is unfathomably immense. We have to know this, acknowledge it and tap into it." ~ Srikumar Rao, PhD, TED speaker and best selling

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Drivers, author of Happiness at Work In a society increasingly driven by the manic pursuit of externally visible rewards, this book not only underscores the need for greater purpose in our lives, but also elaborates on the inner journey of selfdiscovery that

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can help us create a truly meaningful life. Written by a leading life coach, this book will show you a path for personal transformation that has worked for several others in discovering their calling, higher professional effectiveness, deeper



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relationships, better balance and greater peace and happiness in their lives. Founded in the belief that skills for being happier can be acquired, the inspirational insights shared in the book will empower you for the rest of your life.

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