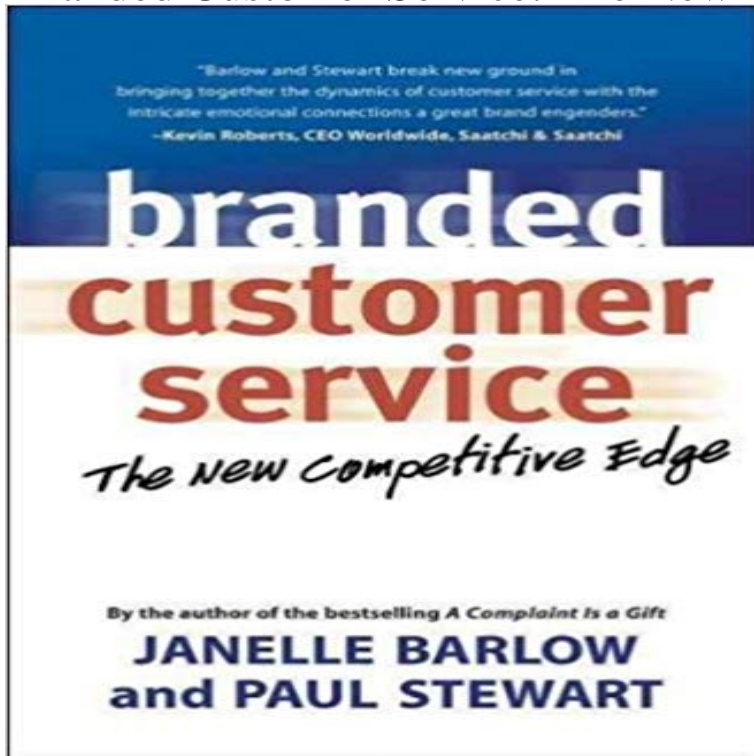


Branded Customer Service: The New Competitive Edge



Branded Customer Service breaks new ground with an assertion that brand equity is built not just through advertising and public relations, but also through the human exchange of customer service. Customer relations experts Janelle Barlow and Paul Stewart have a passion for branding and explain in practical terms how to take a defined, recognizable brand position and then make it live through delivery of service. Challenges to consistency are discussed, as well as the internal promotion of brands, the reinforcement of brands through staff and customer interactions, and how to link brands to selling styles and messages.

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