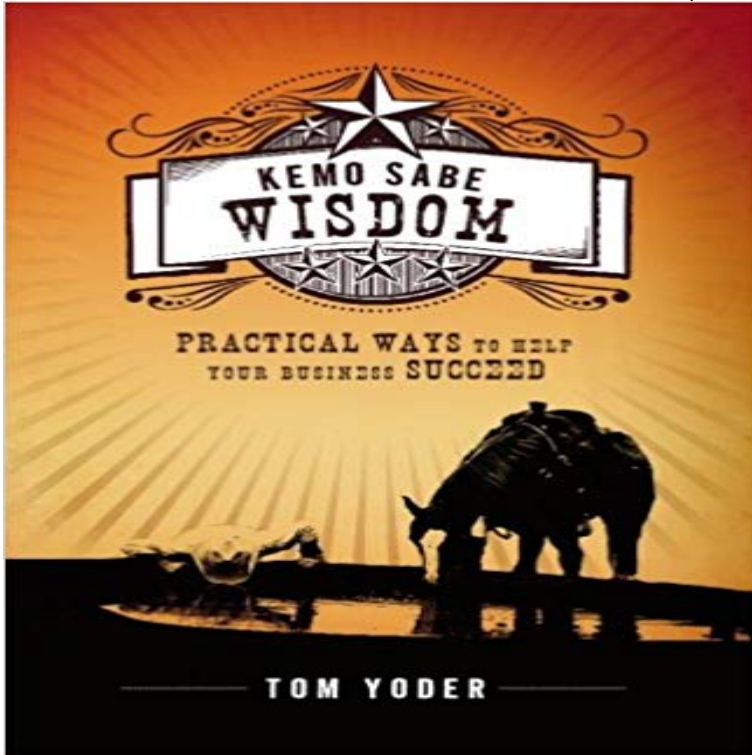


Kemo Sabe Wisdom: Practical Ways to Help Your Business Succeed



When Tom Yoder and his wife, Nancy, opened their first Kemo Sabe store in 1990, they determined from day one that their customers would be the most important part of their new business. Quite simply, they based their fledgling company's customer service policies on their own experiences as consumers, a method that has helped their tiny retail venture grow into a popular Western outfitter in Aspen and Vail, Colorado. Now Tom Yoder has drawn upon that retail success to create Kemo Sabe Wisdom, an engaging and often amusing how-to for businesses seeking to revitalize their customer service policies. Yoder's personal mantra can be boiled down to two simple tenets: Make the Customer Feel Important and conduct business the Cowboy way, with integrity, determination, and plain old common sense. Liberally peppered with anecdotes and advice gathered from Yoder's experiences on the retail floor and behind the scenes, Kemo Sabe Wisdom is an accessible and valuable resource for anyone who wants to improve their business.

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