

**THE CUSTOMER COMES SECOND: PUT
YOUR PEOPLE FIRST AND WATCH 'EM
KICK BUTT BY HAL ROSENBLUTH, DIANE
MCFERRIN PETERS**



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THE CUSTOMER COMES SECOND

**PUT YOUR PEOPLE FIRST
AND WATCH 'EM KICK BUTT**

HAL F. ROSENBLUTH & DIANE McFERRIN PETERS

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From Publishers Weekly

In an update to the volume they published 10 years ago, Rosenbluth, the CEO of an eponymous travel management company, and Peters, his former communications officer, remind readers that despite great changes in the business world, the need for companies "to attract, retain, and develop astonishingly great people" is a constant. They argue that company's employees, not its customers, should be management's top priority: managers should hire "nice people" and create an environment in which friendships can develop. Maybe it sounds a little wishy-washy, but it's worked for Rosenbluth International (NB: they have a 98% customer retention rate and \$6.2 billion in annual sales). Tenets include: monitor company morale, keep leaders accessible, make your company "a lifestyle," offer lots of opportunities for learning new things, celebrate success, be flexible. By charting the changes within their own company, Rosenbluth and Peters show how other businesses can become better places to work as well.

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Review

"Hal Rosenbluth's story is one of the great unsung business sagas of the 80's and 90's." -- -- Tom Peters

About the Author

Hal Rosenbluth's company has been profiled in many of the nation's leading publications, including *The Wall Street Journal*, *the Harvard Business Review*, and *Inc. magazine*.

Diane McFerrin Peters is director of corporate communications for Rosenbluth Travel. Both are popular lecturers.

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Just how an idea can be got? By staring at the celebrities? By visiting the sea as well as checking out the sea weaves? Or by reviewing a publication **The Customer Comes Second: Put Your People First And Watch 'em Kick Butt By Hal Rosenbluth, Diane McFerrin Peters** Everyone will certainly have particular particular to gain the motivation. For you that are passing away of publications and also consistently obtain the motivations from books, it is truly terrific to be below. We will reveal you hundreds compilations of guide **The Customer Comes Second: Put Your People First And Watch 'em Kick Butt By Hal Rosenbluth, Diane McFerrin Peters** to review. If you like this **The Customer Comes Second: Put Your People First And Watch 'em Kick Butt By Hal Rosenbluth, Diane McFerrin Peters**, you can also take it as your own.

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Tom Peters says "Hal Rosenbluth's story is one of the great unsung business success sagas -- and in this fully revised and updated 10th anniversary edition of *The Customer Comes Second*, Rosenbluth and his co-author Diane McFerrin Peters offer proof that his leadership style is one for the new millennium.

The secret of his success, and that of his company, Rosenbluth International is simple: Hal Rosenbluth concentrates on his employees first, and his customers second. This is a formula that has worked for more than two decades, and has transformed his company from a small family business into a global industry leader, grossing over \$6 billion.

In this classic on counterintuitive management practice, the entrepreneurial genius and visionary leader of Rosenbluth International shows you how to use exceptional service to win in any industry!

This insightful and compelling book reveals new ideas for hiring, motivating and managing employees, and shows how best to integrate technological innovation and creative solutions into the everyday work experience to ensure that your employees -- your company's greatest asset -- win you the best customers and propel your business to the greatest heights of success.

Rosenbluth's tried and tested methods show you how to build highly effective teams, inspire loyalty and initiative, and turn your workplace into a hotbed of synergy where people produce consistently incredible results.

For more than ten years, the strategies and ideas in this book have galvanized CEOs, entrepreneurs and managers everywhere, making fans of business leaders and thinkers like Jeff Greenfield, Scott McNealy and many others. These secrets continue to prove themselves today as Rosenbluth International has rapidly emerged as the foremost travel management company since its industry's devastation following 9/11. Find out how Hal Rosenbluth's winning ideas can transform you and your company: by putting your customer second, you're guaranteed to win!

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Diane McFerrin Peters is director of corporate communications for Rosenbluth Travel. Both are popular lecturers.

Most helpful customer reviews

28 of 29 people found the following review helpful.

The Customer Comes second may take your company to 1st place

By A Customer

The Customer Comes second may be just what your company needs to bring FUN back into the workplace while your customer's benefit from incredible innovative customer service. This is a multi faceted book jam packed with creative ideas to help your company. Hal Rosenbluth & Diane McFerrin Peters share Rosenbluth's secrets to becoming the Global Travel Management Firm they are today while also having been named one of the Top Ten Best Companies to work for! I have used these ideas repeatedly to help my company, and I am already beginning to see the positive effect that putting my employees first is having on them as well as on my clients. What a great message this is in today's world. I was reviewing some ideas in the book recently while traveling & the person next to me had read it, and was raving about it's unique content & practical approach. I highly recommend reading this book. It stands above the rest on the never ending bookshelf of business self help books.

1 of 2 people found the following review helpful.

The Customer Comes Second may take your company to 1st place

By A Customer

The Customer Comes Second may be just what your company needs to bring FUN back into the workplace while your customers benefit from incredible innovative customer service. This is a multi faceted book jam packed with creative ideas to help your company. Hal Rosenbluth & Diane McFerrin Peters Share Rosenbluth's secrets to becoming the Global Travel Management Firm that they are today while also having been named one of the Top Ten Best Companies To Work For! I have used these ideas repeatedly to help my company, and I am already beginning to see the positive effect that putting my employees first is having on them as well as on my clients. What a great message this is in today's world. I was reviewing some ideas in the book recently while traveling & the person next to me had read it, and was raving about it's unique content & practical approach. I highly recommend reading this book. It stands above the rest on that never

ending bookshelf of business self help books.

9 of 10 people found the following review helpful.

Valuable advice, especially in a tight labor market

By A Customer

I had the pleasure of attending a speech by one of the authors of this book, and was very impressed with the business philosophy and subsequently with the book itself. Any company desiring to remain competitive, and even to excel, in today's excruciatingly tight labor market could benefit from the ideas and concrete, real-life (and very interesting) examples provided. Any consumer can tell a story or two about the very positive or negative image a company projected through one of its employees--the "face" that company presents to its customers, for better or worse. This book is a real wake-up call to industry, and offers substantive advice which can improve any business from the ground up. Greater employee loyalty and enthusiasm, plus the concomitant benefits to customers, could result from implementation of these sound ideas. As a business owner of many years, I recommend the book very highly.

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