

The Brand Chartering Handbook: How Brand Organizations Learn 'Living Scripts' (Eiu Series) By Chris MacRae

By Chris MacRae

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Victoria Simpson, development manager for customer service at John Lewis, recommends talking to customer-facing staff regularly and getting them involved in improving

<http://www.smarta.com/advice/sales-and-marketing/sales/five-lessons-in-customer-service-from-john-lewis>

The brand chartering handbook. {Stad}: Business & Economics. Oxford. Macrae, Chris, The brand chartering handbook, Business & Economics, {Stad}, 1996-11-01. Vancouver.

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