

The Art Of Client Service 58 Things Every Advertising Marketing Professional Should Know Revised And Updated Edition

Now, for the first time, one element of the methods behind the magic that is the Walt Disney World Resort--quality service--is revealed. The book outlines proven Disney principles and processes for helping an organization focus its vision and align its people into a strategy that delivers on the promise of exceptional customer service.

An Adweek Book Master the techniques that top companies use to spark creativity In today's business environment, gaining the competitive edge through creative and original thinking is a crucial component of brand strategy. Creative leader of advertising Tom Monahan offers a fresh look at the subject, providing hard and fast methods for freeing the mind and inspiring active creativity in oneself and others. His 180-degree Thinking(TM), 100 MPH Method, and other techniques he employs in his creative consulting practice are easy-to-use strategies for unleashing new ideas and facilitating creative product development, advertising, and marketing plans. This book has the added benefit of Monahan's experience of using these methods at A-list client companies.

A guide to putting cognitive diversity to work Ever wonder what it is that makes two people click or clash? Or why some groups excel while others fumble? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock potential while others shut people down. Suppose you could gain people's trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group's collective potential. Business Chemistry offers all of this--you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great chemistry! If your agency's future is tied to making stuff, then you're destined to be on a perpetual financial roller coaster. Someone will always make stuff less expensively than you can. We're entering the era of the authority. While you may already be sick of the phrase thought leader, the truth is there aren't that many of them in our industry. Thought leaders don't write content that any other agency could claim. Thought leaders don't write about anything and everything and thought leaders don't compete on price. And their time is now. Experts are afforded the highest level of confidence and trust because they have a depth of knowledge that can't be denied or easily replicated. Why wouldn't we capitalize on that, as opposed to writing generic marketing tip posts that look like every other agency's content? Agencies are at the cusp of a huge shift, and if you take full advantage now, you're going to be tough to catch. You can own an authority position that will future-proof your agency.

Promotes the theory that superior customer service leads to a superior business organisation

More than two millennia ago the famous Chinese general Sun Tzu wrote the classic work on military strategy, The Art of War. Now, in a new edition of Sun Tzu and the Art of Business, Mark McNeilly shows how Sun Tzu's strategic principles can be applied to twenty-first century business. Here are two books in one: McNeilly's synthesis of Sun Tzu's ideas into six strategic principles for the business executive, plus the text of Samuel B. Griffith's popular translation of The Art of War. McNeilly explains how to gain market share without inciting competitive retaliation, how to attack competitors' weak points, and how to maximize market information for competitive advantage. He demonstrates the value of speed and preparation in throwing the competition off-balance, employing strategy to beat the competition, and the need for character in leaders. Lastly, McNeilly presents a practical method to put Sun Tzu's principles into practice. By using modern examples throughout the book from Google, Zappos, Amazon, Dyson, Aflac, Singapore Airlines, Best Buy, the NFL, Tata Motors, Starbucks, and many others, he illustrates how, by following the wisdom of history's most respected strategist, executives can avoid the pitfalls of management fads and achieve lasting competitive advantage.

An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of Googled Advertising and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. Mad Men are turning into Math Men (and women--though too few), an instinctual art is transforming into a science, and we are a long way from the days of Don Draper. Frenemies is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

#1 NEW YORK TIMES BESTSELLER • The book that sparked a revolution and inspired the hit Netflix series Tidying Up with Marie Kondo: the original guide to decluttering your home once and for all. ONE OF THE MOST INFLUENTIAL BOOKS OF THE DECADE—CNN Despite constant efforts to declutter your home, do papers still accumulate like snowdrifts and clothes pile up like a tangled mess of noodles? Japanese cleaning consultant Marie Kondo takes tidying to a whole new level, promising that if you properly simplify and organize your home once, you'll never have to do it again. Most methods advocate a room-by-room or little-by-little approach, which doom you to pick away at your piles of stuff forever. The KonMari Method, with its revolutionary category-by-category system, leads to lasting results. In fact, none of Kondo's clients have lapsed (and she still has a three-month waiting list). With detailed guidance for determining which items in your house "spark joy" (and which don't), this international bestseller will help you clear your clutter and enjoy the unique magic of a tidy home—and the calm, motivated mindset it can inspire. American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing

innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

How do firms become Client-centric? Effective Client Management in Professional Services is about putting the Client first, everywhere, in the activities of professional services firms. The book introduces The Client Management Model to enable firms to assess their level of Client orientation and relationship development. It also features The Client Management Index which enables firms to benchmark their result against their peers. Many firms are still developing and improving their commercial structures and approaches to attract, develop and retain Clients. Characteristically, professional services firms tend to lag their consumer goods and service industry counterparts in overall commerciality. Only recently have they discovered the value of having a strong brand promise with the associated employee engagement. In many firms achievement of Client satisfaction is not a strategic objective; this may need to be reviewed. This book provides a comprehensive, pragmatic guide to the Client relationship journey, from identifying potential Clients to their engagement, care, retention, development, loyalty and beyond. The handbook format has exercises and tools which can help to establish which Clients are likely to be the most lucrative and thus provide the desired financial returns. The book also includes insights from top practitioners, anecdotes, case studies, charts and useful exercises and checklists. Readers can also determine their own level of effectiveness using the end of chapter reviews and a diagnostic tool to produce a Client Management Profile.

The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch—under the leadership of author Rob Knapp—it has grown increasingly popular within the financial services industry. The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients, while significantly growing your business.

Relationships offer many life lessons that challenge the soulful part of a person to emerge. It was from these experiences that this book was comprised. It was born from the need to express the emotion that saturated my being at any particular moment. It grew from sharing these experiences with like souls that needed a voice to be heard. It matured into full form when the need no longer fit the form it was first drafted into. It became the venue to explore emotions/motives and desires/wants. It was a year of my life not to be revived. It has become the catalyst from which I continue to learn and from which I choose to evolve.

This book fills a gap in the therapeutic recreation literature concerning client assessment. It educates the reader about the importance of client assessment, how assessment relates to treatment planning and programming, and ways to improve the process of data collection, analysis, interpretation, and reporting..

What Clients Really Want (And The S**t That Drives Them Crazy) is the essential insider's guide for advertising agencies on how account management can create great client/agency relationships. The first book on client/agency relationships to be written an ex-client, this book gives a true insider's guide as to how account management can stop client/agency relationships from breaking down and take those relationships from good to great. In this step-by-step guide you will discover: What simple actions you can take today to generate great relationships with your clients. How to gain a deeper understanding of the pressures your clients face and why this is so important. Practical day-to-day advice on how to master positive relationship building behaviours. The strong re-occurring themes that cause client relationships to fall apart and how you can avoid them by applying; oThe 9 essential behaviours to prevent damage to the client/agency relationship. oThe 5 essential behaviours to take your client/agency relationships from good to great. "This will be gold dust for client-servicing professionals... it's a great reminder of what you need to do to build a brilliant relationship with your clients and how to be a true partner. It's so important that you get to know them and care for their business and this book shows you what you need to do." Rick Kumar, Owner & Director, Moda Consult (Specialist Recruitment for Creative Agencies)"

You've likely heard about or even witnessed horse and dog whisperers at work. They instinctively understand the animal's issues, they somehow gain the animal's trust, and they achieve results that were only envisioned, but never realized. So too in this book, you will learn about whisperers - client whisperers. It was due to these remarkable client whisperers that an entrepreneurial start-up company with no investment capital achieved leader status in a highly competitive market. The book includes descriptions of and stories about all aspects of a complex client service business, including sales, marketing, pricing, risk mitigation, service delivery, mergers and acquisitions, and strategic partnering. But most importantly it is a refreshing story about the client whisperers who focused on the needs and gained the trust of their clients to synergistically achieve success. In doing so, these client whisperers proved that client success begets company success - even against some of the largest consulting companies in the world. Do you know a client whisperer? Have you ever worked with one? Are "you" a client whisperer? For answers to these questions, we invite you to read the engaging success story, Client Whisperers. "It is rare these days to encounter people who can deliver the type of principled leadership that has been missing in so many of our twenty-first century corporations. Jim and Judie's remarkable success story illustrates how to transform passion, purpose, integrity, wisdom and strong professional will into a sustainable market leadership position. This is a story about client whispering at the highest level!" Jim Pascarell, former General Manager CMA Consulting Services "This wonderful story is a testament to the theory that client success begets company success. If you want to better understand how to increase the value of your products and services to your served markets, either as a service organization or an individual service provider, this book is a must read!" John Roberts, Ph.D., former Chief Financial Officer Santa Rosa Junior College "A great read for anyone in business. Jim reminds us that listening to your customers is the best lesson of all." Neil Boyer, former President The Cedar Group "These folks certainly have mastered the art of differentiation. Their creative and artful execution produced some extraordinary results, including wresting market share away from some of the largest consulting companies in the world. And their many interesting stories make a terrific 'cook book' for entrepreneurs of all types." John Willie, President

Creative Engine

Relationship marketing is one of the most challenging marketing concepts of the decade. In a five-year 'fly on the wall' case study, Halinen explores the relationship between a Helsinki advertising agency and its international client. Behind every great rainmaker, mover and shaker, and leader are great relationships. In fact, replace great with superior. People who make things happen make superior relationships first. Relationships are the power source, if not the very soul, of doing good business—the kind of business where clients smile and believe your value simply dwarfs your fee. People who sell don't develop nearly as much business as people who develop relationships. New business flows to those individuals and companies who can move beyond a transaction to a relationship. People, especially executives, don't want to work with the person with the best sales skills. They want to work with people who are emotionally invested in helping them and will pay significant premiums for this rare commodity. The 17 activities within Clientelligence are proven drivers to superior client relationships. In essence, they are how clients define client service excellence and what they expect out of the providers with whom they have the best relationships. Now you can use these activities to create and maintain superior client relationships of your own and fuel growth and profits.

A chic, polished guide to creating your dream kitchen from the cofounder of Waterworks, with hundreds of images and practical advice. The kitchen is the heart of the home, the destination of every party, everyone's favorite gathering spot, where style and functionality must go hand in hand. Designing a kitchen is a vastly complicated affair, involving an array of appliances (movable and fixed) and storage zones, not to mention addressing the kitchen's role as a multifunctional social arena to be used from very early in the morning until late into the night. Creating a timeless, high-functioning space is daunting indeed. Where is one to begin? In *The Perfect Kitchen*, Waterworks cofounder Barbara Sallick explores the process of designing a kitchen in great and beautiful detail, from surfaces and finishes to storage, cabinetry, and hardware. The book is enriched by dozens of images of kitchens by esteemed designers such as Steven Gambrel, Gil Schafer, and Suzanne Kasler; essays by top food icons including Julia Turshen and Melissa Clark about their own kitchens; and important, how-to advice. Combining evocative, informative photography with an authoritative, engaging narrative, *The Perfect Kitchen* is an essential, lasting resource that will appeal to discerning homeowners and professionals alike looking for upscale visual inspiration and design advice.

The real-world guide to selling your services and bringing in business *How Clients Buy* is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. *How Clients Buy* shows you how to level up and start winning the client list of your dreams. Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

There's no such thing as a "natural leader." Great leaders have a set of abilities essential to working with and inspiring others, including trust building, persuasion, time management, principled negotiating, and active listening. All of these soft skills can be learned—and Jared Belsky, one of the country's leading digital marketing CEOs, can show you how. *The Great Client Partner* is your guide to honing your soft skills to complement your technical expertise, making you ready to lead large teams, innovate, and build trust with your clients and internal and external stakeholders. When you master this rare combination of hard and soft skills, there's no limit to how far your career can go. This book is your key to successful client relationships and incredible upward career mobility.

Author David Kempston believes focusing on the attorney-client relationship will lead to excellent lawyering—and his book demonstrates how. Written in a direct and concise manner, *That's Why They Call It Practicing Law*, emphasizes the application of customer service principles to legal practice. This practical book encourages lawyers to do the ordinary tasks better. Peppared with personal anecdotes, the author uses wisdom and humor to explore 22 different practice pointers. Drawn from the experience of a seasoned litigator, it expertly navigates common problems and pitfalls encountered by all lawyers.

Describes how many companies erroneously believe that customer loyalty is won by dazzling them, but that research and surveys show that loyalty is based on delivering on basic promises and offers insights for companies to use to improve brand loyalty.

Shift from 'Selling' to 'Guiding'. What is your Sales Conversation Mindset? Do you Sell or Do You Serve? This book shows you how to master an easy and proven, step by step sales conversation process. You will learn how to organize your sales conversations, master the techniques of questioning, answer objections, make recommendations and gain agreement. When you master the Don't Sell. Let Them Buy process, you will become more confident and relaxed in your

sales conversations. Most importantly, you will create meaningful connections with your customers that lead to more sales. Learn how to shift from "selling" to "guiding" your customers to make their own decisions that lead to successful outcomes for them and sales for you. This book is the proven roadmap that will guide you to sales success every time! If you work with clients in any industry, The Art of Client Service is for you. If you work in an advertising or marketing agency, then this book is indispensable. Distilling decades of experience, advertising executive Robert Solomon has compiled the definitive resource for advertising and marketing account executives: a fast-reading, pocket-size, actionable checklist of 58 essential ideas to help client service professionals improve their account management strategy and skills. Now fully updated and revised, The Art of Client Service is geared to the entire account team -- copy writers, art directors, and planners, researchers, media executives, support staff -- anyone who works with clients. With brevity, levity, and clarity, Solomon recounts both successes and failures, and uses them to formulate fast-reading, actionable tips, including: Know when to look it up; know when to make it up. (#7) What happens when I screw up? (#51) Respect what it takes to do great creative. (#19) In a high-tech world, be low-tech (#46) Be brief, be bright, be gone. (#31) How to write a letter of proposal (#44) The Zen of PowerPoint. (#45) You'll also find new chapters on technology in advertising, the changing role of client service in an increasingly high-tech era, and an updated bibliography of essential reading.

CLIENT RELATIONSHIPS Finding some clients difficult to understand? Confused when they say one thing but mean another? Need better, more useful feedback? Sometimes feel on the back-foot? Have trouble managing client expectations? Wonder why they seem impossible to please? Concerned about being blind-sided by unexpected client loss? **THIS BOOK IS YOUR LIFELINE** Connecting with Clients contains new ideas derived from the world's leading relationship experts Insights from over 500,000 pieces of client feedback worldwide With tips and guidance from an adman, organisational change agent, couples' counsellor and co-founder of The Client Relationship Consultancy Dip into short chapters and discover a valuable insight on every page **REJUVENATE YOUR CLIENT RELATIONSHIPS** With the help of this book, you will be able to: Evaluate your client relationships and diagnose issues Recognise your part in a problem Obtain useful and clear feedback Understand, relate to and communicate with your clients Manage yourself and your team members Get the best from your clients so that they get the best from you **CONNECTING WITH CLIENTS WILL SAVE YOU TIME, EFFORT AND MONEY AND MAKE LIFE MORE ENJOYABLE.**

Promote your business with clarity, ease, and authenticity. The Human Centered Brand is a practical branding guide for service based businesses and creatives, that helps you grow meaningful relationships with your clients and your audience. If you're a writer, marketing consultant, creative agency owner, lawyer, illustrator, designer, developer, psychotherapist, personal trainer, dentist, painter, musician, bookkeeper, or other type of service business owner, the methods described in this book will assist you in expressing yourself naturally and creating a resonant, remarkable, and sustainable brand. Read this book to learn: Why conventional branding approaches don't work for service based businesses. How to identify your core values and use them in your business and marketing decisions. Different ways you can make your business unique among all the competition. How to express yourself verbally through your website, emails, articles, videos, talks, podcasts... What makes your "ideal clients" truly ideal, and how to connect with real people who appreciate you as you are. How to craft an effective tagline. What are the most important elements of a visual brand identity, and how to use them to design your own brand. How to craft an exceptional client experience and impress your clients with your professionalism. How your brand relates to your business model, pricing, company culture, fashion style, and social impact. Whether you're a complete beginner or have lots of experience with marketing and design, you'll get new insights about your own brand, and fresh ideas you'll want to implement right away. The companion workbook, checklists, templates, and other bonuses ensure that you not only learn new information, but create a custom brand strategy on your own. Learn more at humancenteredbrand.com

Before You See Your First Client begins where courses, workshops, training seminars, and textbooks leave off, providing a candid, behind-the-scenes look at the fields of therapy, counseling, and human services. The classic edition includes a new preface from the author reflecting on changes in counseling and in his own life during the last 20 years. In a reader-friendly and accessible style, Dr. Howard Rosenthal offers his readers 55 useful and practical ideas for the implementation, improvement, and expansion of one's mental health practice. Based on the author's own personal experiences, the book is written in an intimate and personal style to which inexperienced and beginning therapists can easily relate.

A practical guide for providing exceptional client service Most advertising and marketing people would claim great client service is an elusive, ephemeral pursuit, not easily characterized by a precise skill set or inventory of responsibilities; this book and its author argue otherwise, claiming there are definable, actionable methods to the role, and provide guidance designed to achieve more effective work. Written by one of the industry's most knowledgeable client services executives, the book begins with a definition, then follows a path from an initial new business win to beginning, building, losing, then regaining trust with clients. It is a powerful source of counsel for those new to the business, for industry veterans who want to refresh or validate what they know, and for anyone in the middle of the journey to get better at what they do.

Build a disruptive marketing agency for the modern age The marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services industry. A

future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation.

The image, the client and the therapist are three essential aspects of the art therapy relationship; each has a separate 'voice'. In this book, originally published in 1993, the three voices come alive as the client, Kim, and the therapist, Gabrielle, tell the story of his path from suicidal despair to health and creativity through a series of extraordinary images. The images, chosen to represent the stages of Kim's therapeutic experience, speak for themselves and convey their importance as a powerful catalyst for change. An outer voice, that of Tessa Dalley, provides a theoretical commentary on the process as it occurs, adding to the understanding of what is happening in the therapeutic encounter. This fully rounded account of clinical practice in art therapy offers a rare insight into common issues and dilemmas which will make the book of interest to both professional and non-professional readers alike.

In a world where every business, brand, product, and service needs a strong visual identity, it's critical for clients and creative professionals to work together. And the key to success, as with any relationship, is communication. In *Dear Client*, award-winning graphic designer Bonnie Siegler offers an invaluable step-by-step guide to how to talk so creatives will listen, and how to listen when creatives talk. Written as a series of honest, friendly lessons—"Know What You Like," "Decide Who Will Decide," "Focus Groups Suck," "Don't Say 'Make It Yellow,' Say 'Make It Sunny,'" "Serve Lunch During Lunchtime Meetings"—it shows exactly how to deal with the subjectivity, emotional pitfalls, and occasional chaos of a creative partnership. Here's how to articulate your visual goals and set a clear, consistent direction. How to give feedback that works and avoid words that inhibit creative thinking. How to be open to something you didn't imagine. And most of all, how to have fun, save money, and get the results you want.

Sydney Taylor Award-winning novel *Berlin Boxing Club* is loosely inspired by the true story of boxer Max Schmeling's experiences following Kristallnacht. Publishers Weekly called it "a masterful historical novel" in a starred review. Karl Stern has never thought of himself as a Jew; after all, he's never even been in a synagogue. But the bullies at his school in Nazi-era Berlin don't care that Karl's family doesn't practice religion. Demoralized by their attacks against a heritage he doesn't accept as his own, Karl longs to prove his worth. Then Max Schmeling, champion boxer and German hero, makes a deal with Karl's father to give Karl boxing lessons. A skilled cartoonist, Karl has never had an interest in boxing, but now it seems like the perfect chance to reinvent himself. But when Nazi violence against Jews escalates, Karl must take on a new role: family protector. And as Max's fame forces him to associate with Nazi elites, Karl begins to wonder where his hero's sympathies truly lie. Can Karl balance his boxing dreams with his obligation to keep his family out of harm's way? Includes an author's note and sources page detailing the factual inspirations behind the novel.

TELL YOUR CLIENTS WHERE TO GO! is ideal for client-facing professionals who want to captivate their clients and catapult their careers. The perspective is relevant to any industry, but indispensable for people in marketing and communications agencies. This book also provides valuable perspective for clients. Not only will it help them interact with their agencies, but it will guide them to more passionately and proactively lead their own clients, including their managers, trade customers and consumers. For agency people and clients alike, this book is a perfect training tool for new professionals and a great refresher course for experienced practitioners.

The Art of Client Service The Classic Guide, Updated for Today's Marketers and Advertisers John Wiley & Sons

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