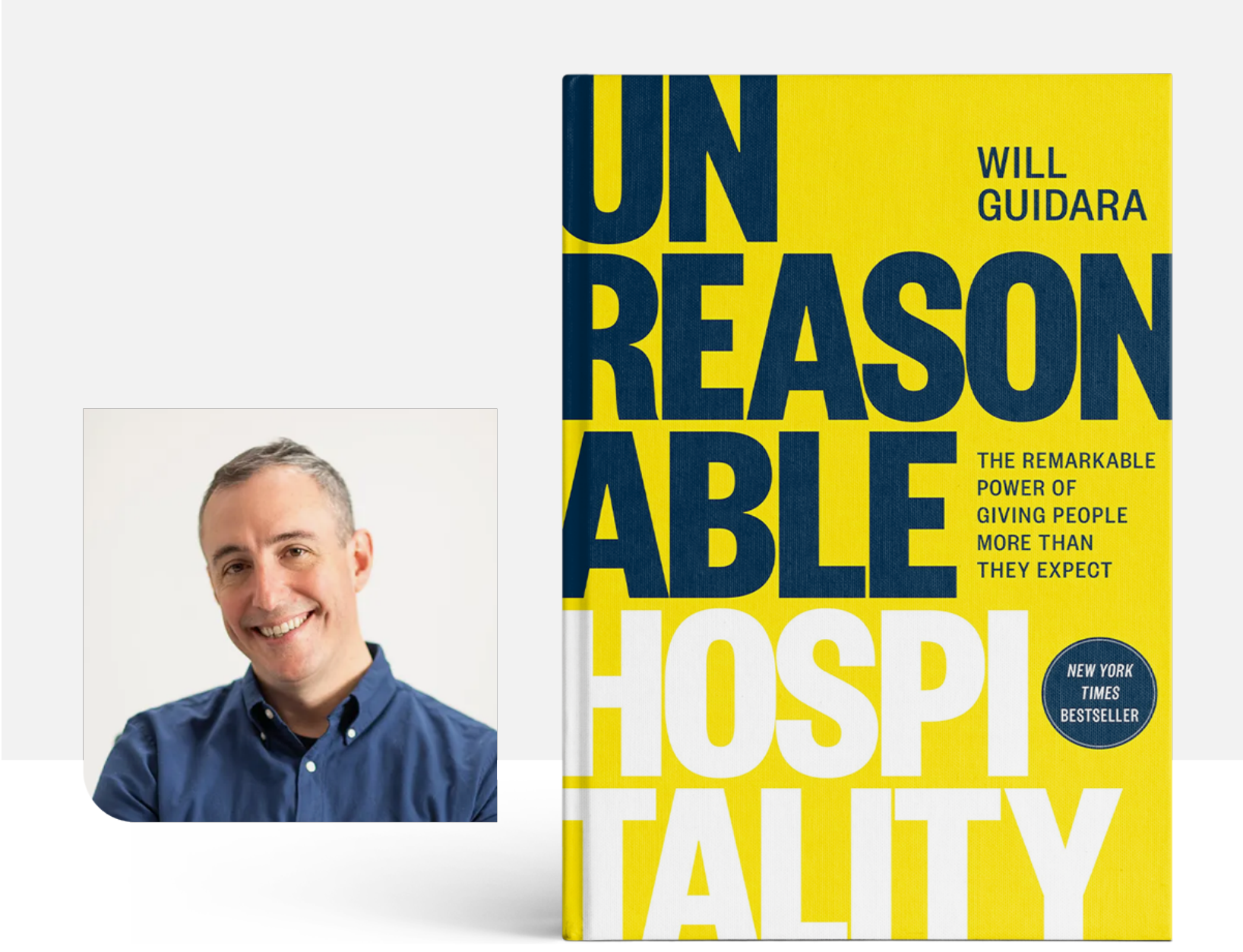


Recommended by Rory Sutherland, Vice Chairman at Ogilvy UK



Unreasonable Hospitality

'How to create a hospitality-first culture in a business'

The idea of creating a *hospitality-first* culture in a business, is to design a vision how to develop delighted customers. While satisfied customers leave as they can get the same from your competition, delighted customers stay loyal, come back for more and recommend you to others. This is what creating a *hospitality-first* culture is about.

Start reading & listening

The global Reading Club also recommends:



The ten principles behind great customer experiences

'The very best products in combination with the best customer experience is the recipe for business success'

Customers are powerful, have a loud voice, a wealth of choice while their expectations are higher than ever. The idea is to improve your customers' experiences, whatever your business does or is in. This book reveals ten principles of developing great customer experience.

Start reading & listening

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



20/30 min listen

Join as an editor

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