



A Complaint Is a Gift, Second Edition: Recovering Customer Loyalty When Things Go Wrong

Janelle Barlow, Claus Moller

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Using numerous real-life examples, "A Complaint Is a Gift" shows precisely how to handle complaints in a way that brings benefit to your organization and satisfaction to your customers even when you have to say no. The second edition features two brand-new chapters on receiving and responding to complaints on the Internet; a new section on how to deal with and take advantage of complaints that are directed at your personally; and, turning the tables, a section on how you can complain constructively and effectively. And throughout, the text has been heavily revised, with a wealth of new examples, tools, and strategies."

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