



Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience

Jonathan M. Tisch

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Praise for *Chocolates on the Pillow Aren't Enough*

"Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!"

—David Neeleman, founder and CEO, JetBlue Airways Corporation

"If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some."

—Millard S. Drexler, Chairman and CEO, J. Crew Group

"What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more."

—Emeril Lagasse

"Attention to detail, passion, and dedication are a few of the things that made me successful as an athlete. Jonathan knows that by doing the same in business, you maximize the customer's experience and outscore the competition."

—Tiki Barber



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From reader reviews:

Roger Johnson:

Now a day people that Living in the era wherever everything reachable by connect to the internet and the resources within it can be true or not call for people to be aware of each facts they get. How individuals to be smart in getting any information nowadays? Of course the correct answer is reading a book. Looking at a book can help individuals out of this uncertainty Information mainly this Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience book because book offers you rich info and knowledge. Of course the information in this book hundred per-cent guarantees there is no doubt in it you may already know.

Travis Freeman:

Reading can called imagination hangout, why? Because when you find yourself reading a book especially book entitled Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience your mind will drift away trough every dimension, wandering in every single aspect that maybe unidentified for but surely can be your mind friends. Imaging each word written in a guide then become one web form conclusion and explanation that maybe you never get ahead of. The Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience giving you a different experience more than blown away your mind but also giving you useful data for your better life within this era. So now let us present to you the relaxing pattern this is your body and mind will likely be pleased when you are finished studying it, like winning a game. Do you want to try this extraordinary shelling out spare time activity?

Ruby Mejia:

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Natalia Burton:

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