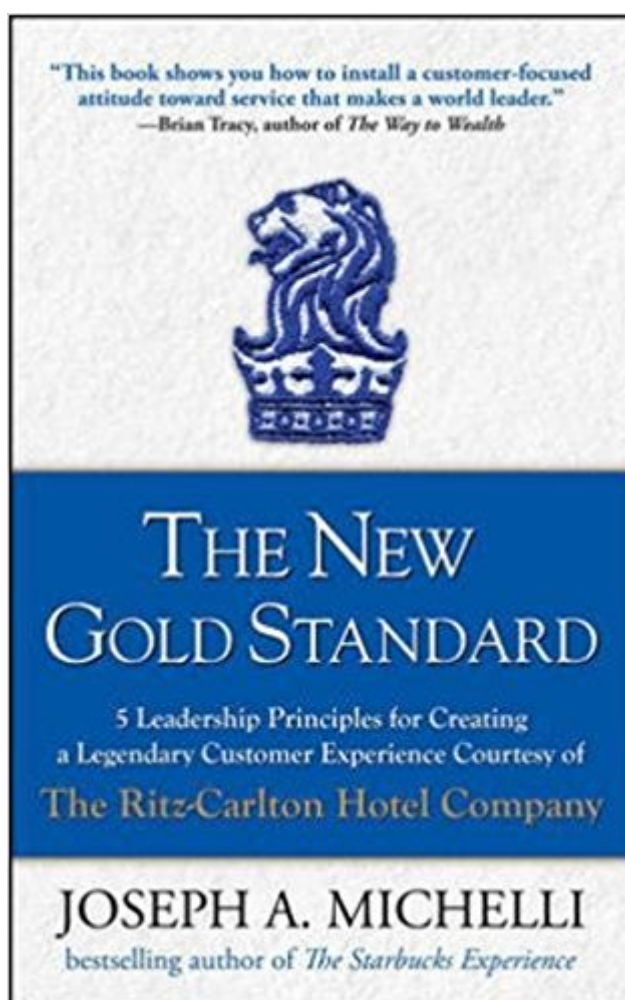


The book was found

# The New Gold Standard: 5 Leadership Principles For Creating A Legendary Customer Experience Courtesy Of The Ritz-Carlton Hotel Company (Business Books)





## Synopsis

Discover the secrets of world-class leadership! When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. The New Gold Standard takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Understanding the ever-evolving needs of customers Empowering employees by treating them with the utmost respect Anticipating customers' unexpressed needs and concerns Developing and conducting an unsurpassed training regimen Sharing engaging stories from the company's employees--from the corporate office and hotels around the globe--Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. The New Gold Standard weaves practical how-to advice, proven leadership tools, and the wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

## Book Information

Series: Business Books

Hardcover: 304 pages

Publisher: McGraw-Hill Education; 1 edition (July 4, 2008)

Language: English

ISBN-10: 0071548335

ISBN-13: 978-0071548335

Product Dimensions: 6.3 x 1.1 x 8.6 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 100 customer reviews

Best Sellers Rank: #20,023 in Books (See Top 100 in Books) #5 in [Books > Business & Money > Management & Leadership > Quality Control & Management > Total Quality Management](#) #21 in [Books > Business & Money > Marketing & Sales > Customer Service](#) #37 in [Books > Business & Money > Management & Leadership > Training](#)

## Customer Reviews

Set the "Gold Standard" for your industry. Define and Refine Empower Through Trust It's Not About You Deliver 'Wow!' Leave a Lasting Footprint "Required reading for anyone who wants to learn how to create passionate employees and customers!" --Ken Blanchard, co-author of *The One Minute Manager* and *The One Minute Entrepreneur* "The Ritz Carlton is the best hotel chain in the world because of the unique experience it offers. This book shows you how to install the same customer-focused attitude toward service that makes a world leader." --Brian Tracy, author of *The Way to Wealth*

Joseph A. Michelli, Ph.D., is an internationally sought-after speaker and business consultant whose clients include Bridgestone Firestone, Nokia, The Hartford Insurance Group, and UCLA Health System. The author of the bestselling *The Starbucks Experience*, he has appeared on *The Glenn Beck Show* and *CNBC's On the Money*.

This book was a class assignment reading from my first MBA class. The principles and values discussed in this book, with plenty of examples, are very similar to the ones I have found in the agile community. The respect for each other, empowering of the people, collaboration and continuous feedback are at the heart of most successful businesses, in addition to training, innovation, self commitment. I enjoyed the inclusion of the corporate responsibility to the environment and humanity found at this company. Good reading.

This book exemplifies the practices of Ritz Carlton in a way that it makes it seem like a dream hotel chain. Although they provide excellent customer service but in my stays at Ritz Carlton, my experiences have been average at best. Read this book not from the point of view of getting in awe of Ritz Carlton but rather how Customer Service is or should be at the heart of the a company and how through empowering employees you can achieve giant milestone. If you are a Hotel owner, you will get some excellent ideas from this and if your someone in the service industry you'll be able to understand how customer service can be taken a notch above. Good read all in all.

This book was very insightful and specific on what makes the Ritz-Carlton Hotel Company guest experience great. There are a lot of key elements that can be used in anyone starting a business or who may have a leadership role with an organization.

Great book on leadership principles- has a ton of good examples on how Ritz Carlton exceeds expectations along with examples of how they've failed customers. Excellent book!

Good read which reminded me of many of the leadership characteristics which I have seen to be the signs of a great leader. Showed me some new ways of explaining some concepts which made more sense than other ways I have seen and read them.

Great book worth the read. I bought them for my entire team!

Good product and fast delivery

After experiencing The Ritz-Carlton's services and reading this book, it's easy to see why they have set the customer service bar high and are now the new gold standard. Enjoy their philosophy!

[Download to continue reading...](#)

The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience  
Courtesy of the Ritz-Carlton Hotel Company (Business Books) The New Gold Standard: 5  
Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton  
Hotel Company A Lesson on Courtesy: A Lesson on Courtesy (Kingdom Kicks Series) (Volume 4)  
The Hotel on Place Vendome: Life, Death, and Betrayal at the Hotel Ritz in Paris Principles of  
Radiographic Imaging: An Art and A Science (Carlton, Principles of Radiographic Imaging) Not My  
Circus, Not My Monkeys: Why the Path to Transformational Customer Experience Runs Through  
Employee Experience The Customer-Funded Business: Start, Finance, or Grow Your Company  
with Your Customers' Cash Customer Service: Career Success Through Customer Loyalty (6th  
Edition) How to contact customer service by phone and website -: ( customer service phone,  
Screenshots included for website! BONUS AT THE END) Workbook for Carlton/Adler's Principles of  
Radiographic Imaging, 5th The New Gold Standard: Rediscovering the Power of Gold to Protect  
and Grow Wealth Dexter, James; Wilkins, Robert; Gold, Philip's Respiratory Disease: A Case Study  
Approach to Patient Care 3rd (third) edition by Dexter, James; Wilkins, Robert; Gold, Philip  
published by F.A. Davis Company [Paperback] (2006) The Automatic Customer: Creating a  
Subscription Business in Any Industry The Leadership Pipeline: How to Build the Leadership  
Powered Company Stack Silver, Buy Gold, For Beginners: How And Why To Invest In Physical  
Precious Metals And, Protect Your Wealth, When The, Money Bubble Pops (Silver, ... Silver, Gold  
Fever, Gold Wars, FED Book 1) Elgar Gold - The Essential Collection: The Gold Series (Gold

Essential Collections) Gold! Gold! How and Where to Prospect for Gold (Prospecting and Treasure Hunting) The Effortless Experience: Conquering the New Battleground for Customer Loyalty The Ritz London Book of Afternoon Tea: The Art and Pleasures of Taking Tea Puttin' On the Ritz: Fred Astaire and the Fine Art of Panache, A Biography

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)