



## Take Care of Your Customers—or Someone Else Will!

“*Legendary Service* has great learnings for people at all organizational levels: for executives and managers, the value of a service culture; and for frontline staff, the reality that they are the face of the company and can make a difference. *Legendary service*—it’s everyone, always.”

—MARK KING, CEO and President, TaylorMade Golf

“Everything I know about service I learned from my career at Hilton Hotels, Marriott International, The Walt Disney Company, and Ken Blanchard. *The One Minute Manager* dramatically changed my thinking 32 years ago. *Legendary Service* will teach the next generation how to deliver sensational service. Buy it, study it, implement it.”

—LEE COCKERELL, Executive Vice President, Walt Disney World (Retired & Inspired), and author of *Creating Magic* and *The Customer Rules*

“Kathy Cuff and Vicki Halsey have created a fantastic customer service model called ICARE. When you add their voices to that of *the* master storyteller Ken Blanchard, you have a masterpiece entitled *Legendary Service*. It is a must-read for everyone who, like me, has a passion for service.”

—COLLEEN BARRETT, President Emeritus, Southwest Airlines, and coauthor of *Lead with LUV*

“Ken Blanchard has done it again and delivered the right book at the right time. *Legendary Service* provides the essentials of hospitality and servant leadership in a way that everyone can adopt—right now—today!”

—JOHN CAPARELLA, President and COO, The Venetian, The Palazzo, and Sands Expo

“Ken, Kathy, and Vicki show us how to change everyday service events into memorable experiences. Their book is a must-read for anyone unwilling to accept mediocrity.”

—LEONARDO INGHILLERI, coauthor of *Exceptional Service, Exceptional Profit*

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