

ADVANCE PRAISE FOR *Customer Mania!*

“Would you like specific ‘best practices’ help, along with wise principles, to inspire your workforce to become really customer focused? Read this splendid book, get others to read it, share with one another what you have learned, and then plan applications and accountability. It will work!”

—Dr. Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

“Ken Blanchard has done it again. In *Customer Mania!* he shows us that powerful insights can be found only through a rigorous study of excellence in action. By describing for us Yum’s efforts to become a customer-centric organization—both their few struggles and their many successes—Blanchard and his coauthors reveal a road map that all organizations can follow as they strive to inspire their people and ultimately win the hearts of their customers.”

—Marcus Buckingham, coauthor of
First, Break All the Rules and Now, Discover Your Strengths

“*Customer Mania!* is the finest distillation of Ken Blanchard’s wisdom, convictions, and possibility thinking to date. What inspired me most was the journey from possibilities to reality and that he validated the fundamental truths—that it can happen and it is never too late to start!”

—Tami Heim, former president of Borders, Inc.

“Anyone in a customer-focused business really *must* read this book! It is somehow simple, powerful, actionable, compelling, and immensely readable all at once. I’ll never provide—or receive—service the same way again. In fact, I’ll carry a copy with me and give it to people whenever I experience underwhelming service.”

—Patrick M. Lencioni, bestselling author of *The Five Dysfunctions of a Team*

“This book gets to the bottom line fast: If you don’t take care of your customers, somebody else will. Do what I did, and order a copy of this book for every one of your employees and have them memorize the 4 critical steps to creating customer mania! This book shows you how to make your customers so happy that you’ll be laughing all the way to the bank.”

—Robert G. Allen, author of *Nothing Down for the 2000s*



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