

## Advance praise for *Raving Fans*

**"A great commonsense approach to customer service"**

—JIM PATTISON  
President, The Jim Pattison Group

**"Our strategic customer service plan is based on *Raving Fans*. It has helped focus our energy on this critical area. A must read!"**

—LYNN POSLUNS  
President, Fairweather

**"This book forces everyone, from the person driving the forklift to the president, to focus on creating *Raving Fans*. An easily understood message and one every organization needs to hear."**

—EAMON RYAN  
President, Lexmark Canada Inc.

**"Making your customers *Raving Fans* is the competitive edge today. This book can jump-start you in that direction."**

—JAMES F. NORDSTROM  
Co-chairman of the Board  
Nordstrom, Inc.

ISBN 978-0-688-12316-1



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