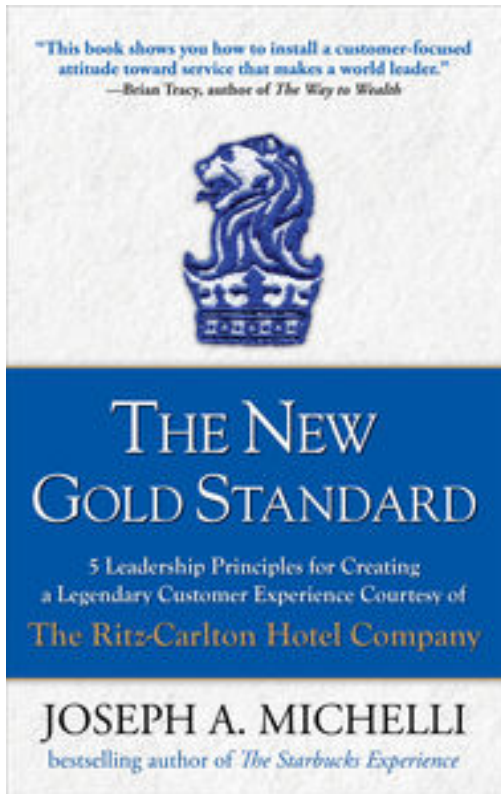


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When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences 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.

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