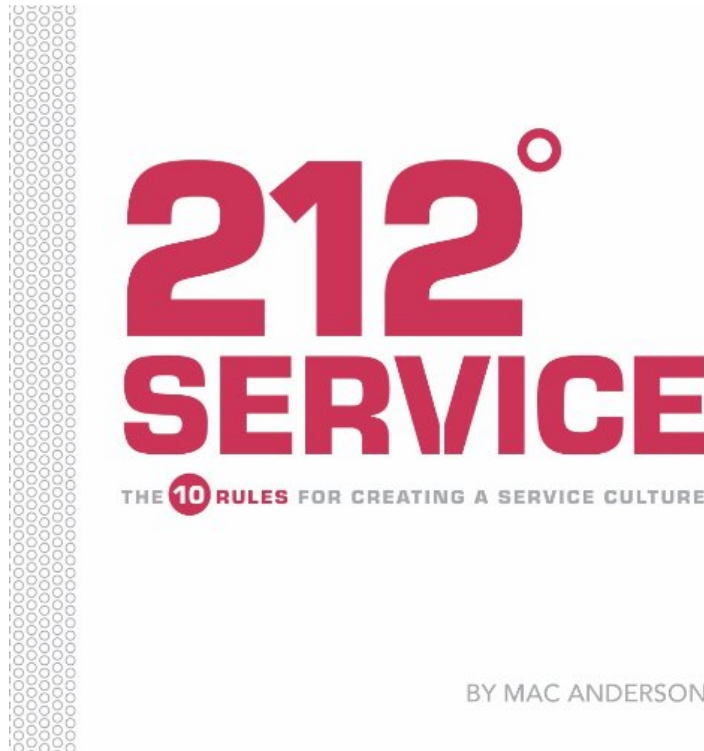


212 Service: The 10 Rules for Creating a Service Culture

Mac Anderson

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You may know the 212 degree concept for our original bestseller 212 The Extra Degree written by Sam Parker and Mac Anderson. But this book is written specifically for businesses and is all about creating a service culture. In case you are not familiar with the 212 concept, here it is in a nutshell: At 211 degrees water is hot. At 212 degrees, it boils. And with boiling water, comes steam. And steam can power a locomotive. The one extra degree makes the difference. This simple analogy reflects the ultimate definition of excellence. Because it's the one extra degree of effort, in business and life, that can separate the good from the great. The stories in 212 Service reflect real-life examples of companies that have taken their customer service to the next degree. Someone once said, "Life is like a game of tennis. The player who serves well seldom loses." The same can be said for any business on the planet. There are many books written about service, however, our goal in this one is to keep it simple. 212 Service presents 10 simple, but engaging rules of service that can be read by every member of your team in less than 30 minutes. 212 Service is written with real life examples of exceptional customer service and is certain to inspire your team with ideas that apply specifically

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