

# Read PDF Be Our Guest Perfecting The Art Of Customer Service Disney Institute Leadership

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## OKJ5EG - DYER PARKER

Drawing on the concepts and principles taught at the Disney Institute, a former Disney executive introduces a series of strategies designed to promote "magic" within any organization, enhanced by real-life anecdotes and sound business advice.

No matter how much passion there is at the beginning of a relationship, for love to last it must be actively created. Dr. Bill Cloke, an innovative and successful couples' therapist, has been helping couples create lasting connection, commitment, and intimacy by learning the essential relationship skills he now reveals in *Happy Together*. With sensitivity and practicality, *Happy Together* pinpoints the issues and actions that can make or break our relationships. Step by step, it will show you:

- How to identify and overcome personal barriers to meaningful and satisfying connections
- The defensive ways we unknowingly kill love and how to learn from conflict to create deeper intimacy
- The role of passion and sexuality in our relationships
- How to understand & deal with issues of shame and rage that can impact our ability to love
- Why deeply held myths about family, marriage, and idealized romance can create expectations that damage our connection with each other
- How to become partners in problem-solving
- How to effectively use the tools of compassionate communication and "constructive complaining."

Rich with practical tips and techniques, including sample dialogues to help you make meaningful changes, *Happy Together* will guide you in perfecting the skills you need to create a positive vision for your relationship and a road map for happiness.

A forty-year storied career—beginning in the dish room at the Plaza Inn in Disneyland, Kevin Rafferty has conceived, designed, written, and overseen the creation of some of the Disney parks most memorable attractions including Typhoon Lagoon and Blizzard Beach water parks, Cars

Land, Toy Story Mania, Test Track, Tower of Terror, MuppetVision, and many others—including the first-ever Mickey and Minnie Mouse attraction set to debut at Walt Disney World in 2019. For a young man who began studying for the priesthood at a seminary, the journey to halls of Imagination has truly been a magical one. A master storyteller, Kevin chronicles his unimaginable career with great humor, honesty, and heart.

"Dream, Believe, Dare, Do . . ." Though four simple words, this carefully crafted credo lies at the heart of Walt Disney's enviable empire and has led The Walt Disney Company to prosperity for decades. As foremost experts on Disney, authors Bill Capodagli and Lynn Jackson return with an updated and expanded third edition of *The Disney Way* to show how organizations can incorporate this four-pillared credo to support any business, drive any team, and guide any leader to create immeasurable success. Profiling a new set of diverse organizations—such as TYRA Beauty, Rainbow Babies & Children's Hospital, Ottawa County, Michigan, and Science Center of Iowa—the authors show how companies of any size, whether an entrepreneurial startup or a Fortune 500, can reach their utmost potential by embracing Walt Disney's techniques to create a consumer-centric culture. They provide step-by-step actions on how to:

- Give every member of your organization a chance to dream
- Stand firm on your beliefs and principles
- Treat your customers like guests
- Support, enable, and reward employees
- Build long-term relationships
- Dare to take calculated risks
- Train extensively and constantly
- Align long-term vision with short-term execution
- Utilize storyboarding techniques
- Pay close attention to details
- Demonstrate "love" for product, employees, customers, and self

Find out why Walt Disney's Dream, Believe, Dare, Do principles continue to redefine the nature of business and revolutionize the art of manage-

ment, while learning how to implement them in your own organization.

*Behind the Ears*. Do you believe in Disney characters? There's only one Mickey, right? If that's what you think, \*do not\* buy this book, because it lays bare - in \*extreme\* detail - how Disney hires and trains its character performers and how those performers handle the toughest job in the theme park.

Lessons from the Man Who Created Disney University. Van Arsdale France, the founder of Disney University and author of its world-class "cast member" training programs, takes you inside the "berm" for a first-hand look at how Disney makes the magic that keeps its guests coming back for more.

A former firearms executive pulls back the curtain on America's multibillion-dollar gun industry, exposing how it fostered extremism and racism, radicalizing the nation and bringing cultural division to a boiling point. As an avid hunter, outdoorsman, and conservationist—all things that the firearms industry was built on—Ryan Busse chased a childhood dream and built a successful career selling millions of firearms for one of America's most popular gun companies. But blinded by the promise of massive profits, the gun industry abandoned its self-imposed decency in favor of hardline conservatism and McCarthyesque internal policing, sowing irreparable division in our politics and society. That drove Busse to do something few other gun executives have done: he's ending his 30-year career in the industry to show us how and why we got here. *Gunfight* is an insider's call-out of a wild, secretive, and critically important industry. It shows us how America's gun industry shifted from prioritizing safety and ethics to one that is addicted to fear, conspiracy, intolerance, and secrecy. It recounts Busse's personal transformation and shows how authoritarianism spreads in the guise of freedom, how voicing one's conscience becomes an act of

treason in a culture that demands sameness and loyalty. Gunfight offers a valuable perspective as the nation struggles to choose between armed violence or healing.

Customer service experts Leonardo Inghileri and Micah Solomon's anticipatory customer service approach was first developed at The Ritz-Carlton as well as at Solomon's company Oasis, and has since proven itself in countless companies around the globe--from luxury giant BVLGARI to value-sensitive auto parts leader Carquest and everywhere in between. Their experience shows that the most powerful growth engine in a tight market--and best protection from competitive inroads--is to put everything you can into cultivating true customer loyalty. Exceptional Service, Exceptional Profit takes the techniques that minted money for these brands and reveals how you can apply them to your own business to provide the kind of exceptional service that nearly guarantees loyalty. Soon, you'll be reaping the benefits of loyal customers who are less sensitive to price competition, more forgiving of small glitches, and, ultimately, who are "walking billboards" happily promoting your brand. Filled with detailed, behind-the-scenes examples, this award-winning book unlocks a new level of customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before.

General MacArthur defined principles of leadership that were decades ahead of their time. In this book, the authors reveal what MacArthur knew about setting the right goals, building sleek, fast-response organizations, inspiring subordinates to unprecedented performance, focusing relentlessly on results, and winning.

Presents four stories featuring Winnie the Pooh, Tigger, Piglet, and Lumpy the heffalump, and includes the tales on an audio CD.

Praise for THE APPLE EXPERIENCE "There are three pillars of enchantment: likability, trustworthiness, and quality. The Apple experience is the best modern-day example of all three pillars. Carmine's book will help you understand and implement the same kind of world-class experience." --Guy Kawasaki, author of Enchantment and former chief evangelist of Apple "Carmine Gallo explains beautifully and simply just what makes the Apple retail experience so successful. No matter what kind of business you are in, there are insanely valuable lessons in this book!" --Garr Reynolds, author of Presentation Zen and The Naked Presenter "At its core, this book is not

about Apple. It's about delivering the best experience possible." --Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "An exciting resource for any business owner in any country who wants to reimagine the customer experience." --Loic Le Meur, CEO, LeWeb "Why can't other retail experiences be as great as an Apple store's? Not only does Carmine Gallo answer that question brilliantly, but he shows precisely how to make sure your customers never ask it about your business." --Matthew E. May, author of In Pursuit of Elegance and The Laws of Subtraction "Carmine Gallo gets to the magic of Steve Jobs: Touching people's lives. This simple, yet delightful vision should be at the heart of every retail interaction in the world today." --Peter Steinfeld, Chairman, Edmunds.com "This magnificent collection of insights illuminates the way for anyone who wants to create a truly great experience, whether in retail, service, or software." --Dan Roam, author of The Back of the Napkin and Blah Blah Blah Reinvent your business to deliver Apple-like customer satisfaction and profits In The Apple Experience, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service. Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple's retail space and learning about Apple's vision and philosophy. Using insights and data from these sources, he breaks down Apple's customercentric model to provide an action plan with three distinct areas of focus: Inspire Your Internal Customer with training, support, and communications that create a "feedback loop" for improving performance at every level Serve Your External Customer with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service-- Approach, Probe, Present, Listen, End with a fond farewell Set the Stage by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products With The Apple Experience, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any business that deals with people--employees or customers--can adopt the techniques to achieve Apple-like market dominance by enriching lives, building loyalty, and reimagining the customer experience.

- These authentic recipes will bring classic

Chilean flavors to your doorstep! The Spanish phrase *quédate un poquito*, or "stay a while," is the essence of Chilean hospitality—one does not "stop by for a quick bite" in Chile. Comprised of more than seventy authentic Chilean recipes, organized seasonally for maximum freshness, and tweaked ever-so-slightly to fit neatly into the US market, this book creates an accessible, authentic, and uniquely Chilean cooking experience. It marries Pilar's family recipes and Eileen's astute writings, which make even those who have never visited Chile feel like they have found home. Seasonality is the backbone of the Chilean table—each of the four seasonal sections will include a short opening essay to prepare the reader for the bounty of the season. A unique fifth section is included for La Once, or tea time, which transcends the seasons but is quintessentially and irrevocably Chilean. Mouthwatering recipes include: Caramelized onion empanadas Double crusted spinach pie Grilled steak soup Pickled chicken thighs Spicy pork ribs Tomato shrimp stew Dulce de leche thousand layer cake Chilean white sangria So many more!

Be Our Guest: Perfecting the Art of Customer Service (2011) by Disney Institute and Theodore Kinni outlines the Walt Disney Company's approach to customer service. Disney Institute, the company's professional development arm, trains people from other businesses, nonprofits, and government agencies to adapt Disney's customer service strategies for their own organizations... Purchase this in-depth summary to learn more.

An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one's dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.

Leadership lessons from the iconic brand you can use to drive Disney-style success In helping Walt Disney create "The Happiest Place on Earth," Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth. Disney U examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand. Doug Lipp is an internationally acclaimed expert on customer

service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

A look at leaders throughout the Walt Disney Company and what lessons you can apply to your efforts to lead others.

Two research analysts describe how companies can truly understand the real needs of their customers by seeing a business through their eyes and enforcing the concept of "customer service" through every facet of the company, from finance to legal to marketing.

"In this outstanding memoir, chef and restaurateur Matsuhisa...shares lessons in humility, gratitude, and empathy that will stick with readers long after they've finished the final chapter." —Publishers Weekly (starred review) "Inspiration by example" (Associated Press) from the acclaimed celebrity chef and international restaurateur, Nobu, as he divulges both his dramatic life story and reflects on the philosophy and passion that has made him one of the world's most widely respected Japanese fusion culinary artists. As one of the world's most widely acclaimed restaurateurs, Nobu's influence on food and hospitality can be found at the highest levels of haute-cuisine to the food trucks you frequent during the work week—this is the Nobu that the public knows. But now, we are finally introduced to the private Nobu: the man who failed three times before starting the restaurant that would grow into an empire; the man who credits the love and support of his family as the only thing keeping him from committing suicide when his first restaurant burned down; and the man who values the busboy who makes sure each glass is crystal clear as highly as the chef who slices the fish for Omakase perfectly. What makes Nobu special, and what made him famous, is the spirit of what exists on these pages. He has the traditional Japanese perspective that there is great pride to be found in every element of doing a job well—no matter how humble that job is. Furthermore, he shows us repeatedly that success is as much about perseverance in the face of adversity as it is about innate talent. Not just for serious foodies, this "insightful peek into the mind of one of the world's most successful restaurateurs" (Library Journal) is perfect for fans of Marie Kondo's *The Life-Changing Magic of Tidying Up* and Danny Meyer's *Setting the Table*. Nobu's writing does what he does best—it marries the philosophies of East and West to create something entirely new and remarkable.

*Transform Your Business*. The *Disney Difference* is must-reading for fans of Disney or for anyone who wants to apply the

lessons and magic of Walt Disney to their organization. If you serve customers, charitable donors, or guests, this book will show you how you can give your best and give everyone a more magical experience. In this New York Times bestseller, Ijeoma Oluo offers a hard-hitting but user-friendly examination of race in America. Widespread reporting on aspects of white supremacy -- from police brutality to the mass incarceration of Black Americans -- has put a media spotlight on racism in our society. Still, it is a difficult subject to talk about. How do you tell your roommate her jokes are racist? Why did your sister-in-law take umbrage when you asked to touch her hair -- and how do you make it right? How do you explain white privilege to your white, privileged friend? In *So You Want to Talk About Race*, Ijeoma Oluo guides readers of all races through subjects ranging from intersectionality and affirmative action to "model minorities" in an attempt to make the seemingly impossible possible: honest conversations about race and racism, and how they infect almost every aspect of American life. "Oluo gives us -- both white people and people of color -- that language to engage in clear, constructive, and confident dialogue with each other about how to deal with racial prejudices and biases." -- National Book Review "Generous and empathetic, yet usefully blunt . . . it's for anyone who wants to be smarter and more empathetic about matters of race and engage in more productive anti-racist action." -- Salon (Required Reading)

Disney CEO Michael Eisner's legendary self-reliance comes through in his narration of *Work in Progress*. He takes you with him as, again and again, he plunges into uncharted waters and comes up a stronger swimmer than he was before.

*The Method of Walt Disney*. Don't let them fool you. The magic of Disney is really method. Walt Disney developed sophisticated yet common-sense methods for everything he did, from films to theme parks. Once you know those methods, you can create some magic, too.

A former executive vice president of Walt Disney World shares thirty-nine indispensable rules for delivering exceptional customer service that will retain customers for any kind of business.

Using examples from his work with Disney and as a senior-level hospital executive, author Fred Lee challenges the assumptions that have defined customer service in healthcare. In this unique book, he focuses on the similarities between Disney and hospitals--both provide an "experience," not just a service. It shows how hospitals

can emulate the strategies that earn Disney the trust and loyalty of their guests and employees. The book explains why standard service excellence initiatives in healthcare have not led to high patient satisfaction and loyalty, and it provides 9 1/2 principles that will help hospitals gain the competitive advantage that comes from being seen as "the best" by their own employees, consumers, and community.

Illustrates the award-winning song about each person's responsibility to help bring about world peace. Includes a history of the song and biographical notes on the husband and wife songwriting team.

The founder of Four Seasons Hotels shares the philosophy and values that have made his legendary brand. How did a child of immigrants, starting with no background in the hotel business, create the world's most admired and successful hotel chain? And how has Four Seasons grown dramatically, over nearly a half century, without losing its focus on exceptional quality and unparalleled service? Isadore Sharp answers these questions in his engaging memoir, which doubles as a powerful guide for leaders in any field. He recalls the surprising history of his company, starting with its roots in his father's small construction business, which Sharp joined after getting a degree in architecture. Shifting into hotels wasn't easy, and he learned by trial and error. His breakthrough was a vision for a new kind of hotel, featuring superior design, top-quality amenities, and, above all, a deep commitment to service. Sharp realized that customers would gladly pay extra for a "home away from home" experience. But that would be possible only if everyone—from managers and supervisors to bellmen, servers, and housekeepers—was fully engaged. The front-line staff, who have the most contact with guests, can make or break a five-star reputation. Readers will be fascinated to learn how Four Seasons does it, year after year, in more than thirty countries around the world.

Outlines ten practical principles for increasing the effectiveness of any business organization, based on the author's years at Disney World.

Exceeding expectations rather than simply satisfying them is the cornerstone of the Disney approach to customer service. *Be Our Guest* specializes in helping professionals see new possibilities through concepts not found in the typical workplace, revealing even more of the business behind the magic of quality service.

Chronicles the history of leading hospitality company Marriott International while revealing J.W. Marriott, Jr.'s thoughts on his health, the impact of 9/11 on the industry,

and the 2011 appointment of a CEO from outside of the family.

An exploration of how it's never too late to get organized.

**PUT WALT TO WORK FOR YOU!** How do you go from dreaming of a theme park to building one? Walt Disney laid the blueprint. Learn how he did it, and how his wisdom can guide you toward achieving the things that you dream of. The experts told Walt it'd never work. A giant theme park, where parents and children could play together? Crazy! So Walt put all of his money into this crazy dream of his. He put his reputation on the line. Anyone else would have quit, discouraged and disillusioned, but Walt built Disneyland. How did he go from dreaming to doing? And how can you do the same, no matter what your goal? In *The Wisdom of Walt*, Professor Jeffrey Barnes distills Walt Disney's vision, his knowledge, and his methods into a series of actionable lessons. Through historical vignettes about Disneyland, as well as plentiful examples and exercises, Barnes creates a framework through which you can apply Walt's wisdom to improve your career, your company, and your life. Learn to: -Listen to your "Walter ego" and start trusting yourself -Go "beyond the berm" with the secrets of Disneyland's success -Make a "Main Street impression" on everyone you meet -Create "E-ticket experiences" that keep them coming back for more **WITH THE WISDOM OF WALT, YOUR SUCCESS IS JUST A DREAM AWAY!**

Horst Schulze knows what it takes to win. In *Excellence Wins*, the cofounder and former president of the Ritz-Carlton Hotel Company lays out a blueprint for becoming the very best in a world of compromise. In his characteristic no-nonsense approach, Schulze shares the visionary and disruptive principles that have led to immense global success over the course of his still-prolific fifty-year career in the hospitality industry. For over twenty years, Schulze fearlessly led the company to unprecedented multibillion dollar growth, setting the business vision and people-focused standards that made the Ritz-Carlton brand world renowned. In *Excellence Wins*, Schulze shares his approach to everything from providing the best customer service to creating a culture of excellence within your organization. With his tried-and-true methods and inspiring, hard-earned wisdom, Schulze teaches you everything you need to know about: Why leading well is an acquired skill Serving your customers Engaging your employees Creating a culture of customer service Why vision statements make a difference What it really means to practice servant leadership Schulze's principles are de-

signed to be versatile and practical no matter where you are in your career. He'll remind you that you don't need a powerful title or dozens of direct reports to benefit from the advice he shares in *Excellence Wins*--you have everything you need to apply it to your life and career right now. Let Schulze's incredible story help you unleash the disruptive power of your true potential, beat the competition, own your career trajectory, and experience the game-changing power of what happens when *Excellence Wins*.

What do successful organizations do that makes them consistently successful? It is simple and yet, rare: they understand their customer's needs and expectations, and then, exceed them. With years of experience and research developed while working with Fortune 500 companies, authors Mark David Jones and J. Jeff Kober have created the World Class Excellence™ Model. Supported by the many years of experience the authors earned while leaders at Disney, this model builds on the core principles of values and vision, and reveals the 6-Ps primary delivery methods of world-class excellence that allows you to transform your organization's culture and brand. This proven model serves as a guiding beacon for leaders, aligning the work to bottom-line results, long-term success, and a world-class reputation. Presented in an engaging and straight forward style with many interesting case studies, this new leadership and customer service offering is a dynamite read. Section I: Establishing the Foundation for Excellence Ch. 1: Your Customer Really Is the Key Ch. 2: Leading with Your External and Internal Customers Ch. 3: Achieving Proven Leadership Excellence Ch. 4: Using the World Class Excellence Model to Transform Your Business Section II: Leading the Culture (Chapters 5-10) Section III: Leading the Brand (Chapters 11-16) Section IV: Ensuring Alignment & Integrity Ch. 17: How Service Netting Gets Results Ch. 18: Service Recovery that Really Works Ch. 19: Tips for Leading Implementation Ch. 20: Leading Forward to World-Class Excellence

Bring Disney-level customer experience to your organization with insider guidance The Experience is a unique guide to mastering the art of customer service and service relationships, based on the principles employed at the renowned leader in customer experience—the Walt Disney Company. Co-Author Bruce Loeffler spent ten years at Disney World overseeing service excellence, and has partnered with Brian T. Church in this book, to show you how to bring that same level of care and value to

your own organization. Based on the I. C.A.R.E. model, the five principles —Impression, Connection, Attitude, Response, and Exceptionals— give you a solid framework upon which to raise the level of your customer experience. You will learn how to identify your customer service issues and what level of Experience you are currently offering. You can then determine exactly what the "customer experience" should be for your company, and the changes required to make it happen. The Walt Disney Company is the most recognized name in the world for customer service. The "Disney Experience" draws customers from all around the world. This book describes what it takes to achieve that level of Experience, and how any organization can do it with the right strategy and attention to detail. When the Experience is enhanced, the opportunity arises to convert customers to ambassadors who will share their Experience with others. Find "the experience" and what it means to the Organization Learn the five levels of experience, and why most companies fail at it Identify service problems that face every company in the marketplace Utilize the Experience Quotient and apply the I. C.A.R.E. principles Learn how to convert customers to ambassadors who share their story with others Customers are the lifeblood of business. A great product offering isn't enough in today's marketplace, where everyone's looking for an "experience." Imagine the kind of value a Disney-level customer experience could bring to your organization. The Experience is a guide to getting there, from an insider's perspective.

A former Disney executive shares stories and leadership lessons from his twenty-six-year career at the company: "Engaging [and] effective." —Lloyd J. Austin III, from the Foreword Dan Cockerell started his Disney journey as a parking attendant. Over the next twenty-six years—and nineteen different jobs—he became the Vice President of the biggest theme park in the world, The Magic Kingdom Park. During the course of his Disney career, Dan learned many life and leadership lessons and shares those learnings in *How's the Culture in Your Kingdom*. Within its pages, Dan explains how to lead oneself and one's team and organization by using relevant stories and practical examples from his Disney leadership journey. *How's the Culture in Your Kingdom* helps prepare leaders to lead their team by teaching them how to: Surround themselves with the right people Build trusting relationships Set clear expectations Provide regular feedback, positive and critical This cutting edge and comprehensive book—with contributions from the star fac-

ulty of Cornell University's School of Hotel Administration—offers the latest thinking on the best practices and strategies for hospitality management. A must for students and professionals seeking to enter or expand their reach in the hospitality industry, The Cornell School of Hotel Administration on Hospitality delivers the authoritative advice you need to: Develop and manage a multinational career and become a leader in the hospitality industry Maximize profits from franchise agreements, management contracts, and leases Understand and predict customer choices, and motivate your staff to provide outstanding service Manage hospitality businesses and the real estate underlying the businesses Control costs, coordinate branding strategy, and manage operations across multiple locations

A celebration of great business practices that can be applied to any service organization.

Now, for the first time, one element of the methods behind the magic that is the Walt Disney World Resort—quality service—is revealed. The book outlines proven Disney principles and processes for helping an or-

ganization focus its vision and align its people into a strategy that delivers on the promise of exceptional customer service.

Success in today's rapidly changing hospitality industry depends on understanding the desires of guests of all ages, from seniors and boomers to the newly dominant millennial generation of travelers. Help has arrived with a compulsively-readable new standard, *The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets* by Micah Solomon, with a foreword by The Ritz-Carlton Hotel Company's president and COO Herve Humler. This up-to-the-minute resource delivers the closely guarded customer experience secrets and on-trend customer service insights of today's top hoteliers, restaurateurs, and masters of hospitality management including: Four Seasons Chairman Isadore Sharp: How to build an unsinkable company culture Union Square Hospitality Group CEO Danny Meyer: His secrets of hiring, onboarding, training, and more Tom Colicchio (Craft Restaurants, Top Chef): How to create a customer-centric customer experience in a chef-centric restaurant Virgin Hotels CEO Raul Leal: How Virgin Hotels created its innovative, future-friendly hospitali-

ty approach Ritz-Carlton President and COO Herve Humler: How to engage today's new breed of luxury travelers Double-five-star chef and hotelier Patrick O'Connell (The Inn at Little Washington) shares the secrets of creating hospitality connections Designer David Rockwell on the secrets of building millennial-friendly restaurants and hotel spaces (W, Nobu, Andaz) that resonate with today's travelers Restaurateur Traci Des Jardins on building a "narcissism-free" hospitality culture Legendary chef Eric Ripert's principles of creating a great guest experiences, simultaneously within a single dining room. *The Heart of Hospitality* is a hospitality management resource like no other, put together by leading customer service expert Micah Solomon. Filled with exclusive, first-hand stories and wisdom from the top professionals in the industry, *The Heart of Hospitality* is an essential hospitality industry resource. As Ritz-Carlton President and COO Herve Humler says in his foreword to the book, "If you want to create and sustain a level of service so memorable that it becomes an unbeatable competitive advantage, you'll find the secrets here."