

A portrait of Barbara Doyle, a woman with blonde hair, wearing a dark top and a necklace. She is smiling and has her hands clasped in front of her. The background is a solid dark red color.

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Chapters on sexuality older adult couples and parents of youth with disruptive behavior problems Chapters on assessment and common factors in couple therapy Chapters on cutting edge special topics relationship enhancement telehealth interventions and ethical issues in couple therapy

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Service Excellence in Organizations, Volume II Fiona Urquhart,2019-06-03 This book explores the basic tenets of service excellence opening to distinguish customer service from service excellence and explore the driving aspects of strategy and philosophy The brand promise to customers creates expectations hooks targeted and segmented customers into a relationship Service operations deliver expectations delight or on occasion disappointment and marketing responds to create loyalty further delight or recover the relationship Freshness of product or service offering the injection of a characterful sense of fun and sensitive personalization of service combine to deliver an authentic pleasurable and memorable service experience prompting much sought loyalty and advocacy In turn staff are happy profits rise and the organization has long term sustainability The first volume offers some theoretical background while the second suggests mechanisms tools and techniques to help embed to excellence as the foundation of value that the organization delivers Both contain practical examples and a self assessment diagnostic tool to identify organizational areas of strength and aspects to improve

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