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and how you can avoid a similar fate. 2. Top 30 Customer Service Books Every Team Needs to Read ... The Ultimate Online Customer Service Guide by Marsha Collier is a book every business owner should read. It is filled with useful information that empowers business owners to recognize the value and power of good customer service and how to implement ways to provide it. The Ultimate Online Customer Service Guide: How to Connect ... A customer service classic, this is the story of a company that built customer service deeply into its culture. The book is filled with excellent, detailed examples of the hard decisions that were made to stay true to that culture over decades. The 27 Best Customer

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