



# Take Their Breath Away: How Imaginative Service Creates Devoted Customers

*Chip R. Bell, John R. Patterson*

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**Praise for *Take Their Breath Away***

"Are you bored? We're so spoiled that when something is merely good enough, we just walk away. Chip and John explain that the surefire method for growth and customer loyalty is simple: don't be boring."

—**Seth Godin**, author of *Purple Cow and Tribes*

"*Take Their Breath Away* shows how legendary customer service delivery can win and keep devoted customers for life. I LUV this fantastic book."

—**Colleen Barrett**, President Emeritus, Southwest Airlines Company

"No one knows more about creating profit through service than Chip and John. If you want to know the best way to do it, read *Take Their Breath Away*. The examples in this book will certainly start your creative juices flowing and help your organization take your customers' breath away.

—**Howard Beharformer**, former president, Starbucks Coffee International.

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