



Market Leadership Strategies for Service Companies

Craig Terrill, Arthur Middlebrooks

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Market Leadership Strategies for Service Companies reveals the key strategies for creating and sustaining a market leadership position for any service business. Service industry experts Craig A. Terrill and Arthur G. Middlebrooks affirm that in order to become a dominant market leader, a service company must find ways to:

- Define their service business and the benefits customers receive
- Reveal the intangible aspects of the service experience
- Move in a different direction from competitors by addressing new, intense, and unmet customer needs
- Put people back into the equation, not just automate and reengineer to increase operational efficiency
- Find ways to move away from the parity battles (i.e., fights over the perceived equality of the same type of service from different companies) in their particular industry

Offering a detailed, comprehensive plan, the authors employ examples drawn from a wide selection of recognizable service companies, such as Southwest Airlines, Dominos Pizza, Pizza Hut, Taco Bell, Fed Ex, Home Depot, IBM, Marriott Hotels, MiniMaids, and more. The result is a highly effective practitioner's guide that includes best practices and case studies. **Praise for Market Leadership Strategies for Service Companies** "The number one problem for every service firm today is differentiation. Craig Terrill and Art Middlebrooks challenge us to become market leaders by doing things differently in employee engagement and service innovation. This book is the bible for service industry executives who want to be change agents in their business and who seek practical solutions to achieving growth." -- J. Terrence Franke, principal, sales and marketing Hewitt Associates



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