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# Fabled Service: Ordinary Acts, Extraordinary Outcomes

*Betsy Sanders*

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**Fabled Service: Ordinary Acts, Extraordinary Outcomes** Betsy Sanders
Given the challenge to lead Nordstrom's move into Southern California, Betsy Sanders relied heavily on creating exemplary customer service and helped that region realize annual renevues of $1 billion. Delighted Customers made the company's exceptional service a benchmark, not only for other retailers but also for service and manufacturing industries. In Fabled Service, Sanders shares her secrets for creating legendary customer service through dedicated leadership.

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