<table>
<thead>
<tr>
<th>Library Hours</th>
<th>Contact us</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday – Friday 7:30 am – 10:00 pm</td>
<td>Website <a href="http://www.ntc.edu/library">http://www.ntc.edu/library</a></td>
</tr>
<tr>
<td>Saturday – Sunday 9:00 am – 3:00 pm</td>
<td>Email <a href="mailto:library@ntc.edu">library@ntc.edu</a></td>
</tr>
<tr>
<td></td>
<td>Phone 715.803.1115</td>
</tr>
</tbody>
</table>

**SUGGESTED SEARCH TERMS**

<table>
<thead>
<tr>
<th>Active listening skills</th>
<th>Consumers</th>
<th>Customer satisfaction</th>
<th>Office practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business communication</td>
<td>Customer</td>
<td>Customer service</td>
<td>Organizational behavior</td>
</tr>
<tr>
<td>Business management</td>
<td>Customer assistance</td>
<td>Employee performance</td>
<td>Positive language</td>
</tr>
<tr>
<td>Business marketing</td>
<td>Customer communication</td>
<td>Etiquette</td>
<td>Product service</td>
</tr>
<tr>
<td>Call center</td>
<td>Customer equity</td>
<td>Frontline</td>
<td>Service quality</td>
</tr>
<tr>
<td>Client service</td>
<td>Customer loyalty</td>
<td>Information service</td>
<td>Serviceability</td>
</tr>
<tr>
<td>Communication skills</td>
<td>Customer orientation</td>
<td>Marketing</td>
<td>Telephone etiquette</td>
</tr>
<tr>
<td>Consumer behavior</td>
<td>Customer relation</td>
<td>Office management</td>
<td>Time management skills</td>
</tr>
</tbody>
</table>

**CALL NUMBERS**

<table>
<thead>
<tr>
<th>Call Numbers</th>
<th>Description</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>025.5</td>
<td>Service for users</td>
<td>658.812</td>
<td>Customer relations</td>
</tr>
<tr>
<td>651.73</td>
<td>Oral communication</td>
<td>658.834</td>
<td>Consumer research</td>
</tr>
<tr>
<td>658.314</td>
<td>Motivation, morale, discipline</td>
<td>658.8343</td>
<td>Consumer attitudes, preferences, reactions</td>
</tr>
<tr>
<td>658.4063</td>
<td>Innovation by management</td>
<td>658.84</td>
<td>Export marketing</td>
</tr>
<tr>
<td>658.8</td>
<td>Management of marketing</td>
<td>658.871</td>
<td>Department stores</td>
</tr>
<tr>
<td>658.81</td>
<td>Sales management</td>
<td></td>
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</tbody>
</table>

**DATABASES**

**EBSCO**

- [Academic Search Premier](http://www.ntc.edu/library)
- [Business Source Premier](http://www.ntc.edu/library)
- [MasterFILE Premier](http://www.ntc.edu/library)

**Ebrary**

- [Films on Demand](http://www.ntc.edu/library)
- [Gale Reference](http://www.ntc.edu/library)
- [INTELECOM](http://www.ntc.edu/library)
- [Opposing Viewpoints in Context](http://www.ntc.edu/library)

**ONLINE PERIODICALS**

**EBSCO – Academic Search Premier**

- [CRM Magazine](http://www.ntc.edu/library) (2004 to current)
- [Journal of Relationship Marketing](http://www.ntc.edu/library) (2006 to current)

**EBSCO – Business Source Premier**

- [Teller Sense](http://www.ntc.edu/library) (2001 to 2003)
- [Rural Telecommunications](http://www.ntc.edu/library) (1992 to current)

**EBSCO – MasterFILE Premier**

- [Services Marketing Quarterly](http://www.ntc.edu/library) (2001 to current)

November 2014
ELECTRONIC BOOKS AND SPECIALIZED REFERENCE SOURCES

**Ebrary**
- **People Love You: The Real Secret to Delivering Legendary Customer Experiences (2013)**
- **Managing the New Customer Relationship: Strategies to Engage the Social Customer and Build Lasting Value (2013)**
- **Powerful Phrases for Effective Customer Service: Over 700 Ready-To-Use Phrases and Scripts that Really Get Results (2012)**

**Gale Virtual Reference Library**
- **Encyclopedia of Management (2009)**
- **Career Opportunities in the Retail and Wholesale Industry (2009)**

**Credo Reference**
- **BUSINESS: The Ultimate Resource (2009)**
- **QFinance: The Ultimate Resource (2009)**

**EBRARY BOOKS**

**STREAMING VIDEOS**

**Films on Demand**
- **Customer Service Essentials Series (2012)**
- **Greatest Customer Service Story Ever Told (2011)**
- **Handling the Difficult Customer (2009)**

**INTELECOM**
- **Customer Service Basics (2009)**
- **Email Essentials (2009)**

**FILMS ON DEMAND: CUSTOMER SERVICE ESSENTIALS SERIES (2012)**

- **Person-to-Person Customer Service**
- **Telephone Customer Service**
- **Online Customer Service**

**FILMS ON DEMAND: PASSION FOR SERVICE EXCELLENCE: WORKPLACE EXCELLENCE SERIES (2009)**

- **Passion for Service Excellence: Workplace Excellence Series**
  1. **See反馈 about Your Work (8:14)**
     An employee states that people love coming to work when they believe in, and take pride in, their work. Employees tell about their passion for the work. Caring and enthusiastic employees.
  2. **Make a Positive First Impression (10:46)**
     A team creating a positive first impression. Employees discuss why the first impression is so important. Employees take pride in their work. Customers are impressed and satisfied.
  3. **Build Budget Relationships (10:47)**
     Employees take pride in their work. Customers are impressed and satisfied.
  4. **Know Your Product (9:45)**
     Employees take pride in their work. Customers are impressed and satisfied.
  5. **Understand Trends and Deliver Solutions (9:58)**
     Employees take pride in their work. Customers are impressed and satisfied.
  6. **Turn Complaints into Commodities (9:38)**
     Employees take pride in their work. Customers are impressed and satisfied.

**November 2014**