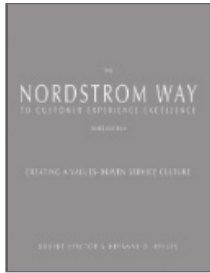


E-BOOKS

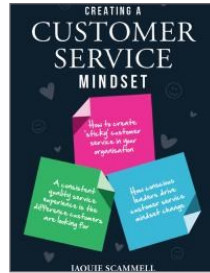
Click on titles



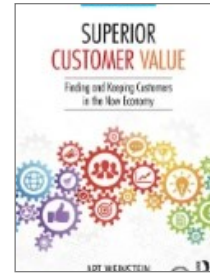
The Nordstrom Way to Customer Experience Excellence



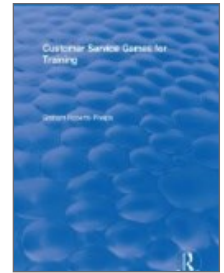
Customer Service in Tourism and Hospitality



Creating a Customer Service Mindset



Superior Customer Value



Customer Service Games for Training

SUGGESTED KEYWORDS

Active listening skills
Business communication
Call center
Client service
Communication skills
Consumer behavior
Consumers
Customer
Customer assistance

Customer communication
Customer equity
Customer loyalty
Customer orientation
Customer relation
Customer satisfaction
Customer service
Etiquette
Information service

Marketing
Office practice
Organizational behavior
Phone etiquette
Positive language
Product service
Service quality
Serviceability
Time management skills

DATABASES

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Business Source Premier
Credo Reference
eBook Central
EBSCO eBook Collection
Films on Demand
Issues & Controversies

Kanopy
LinkedIn Learning
Masterfile Complete
Newspaper Source Plus
OmniFile Full Text Select
Opposing Viewpoints
ProQuest U.S. Newsstream

ProQuest Research Library
Regional Business News
Wausau Daily Herald

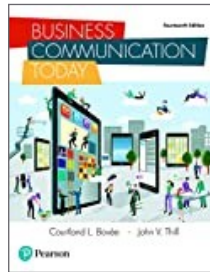
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Phone 715.803.1115

BOOKS (PRINT)



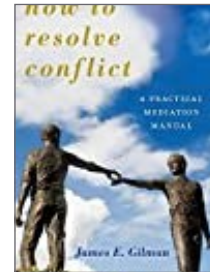
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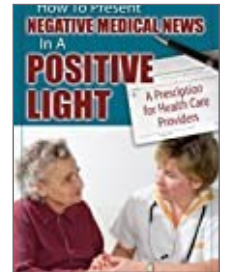
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303.69 G42h

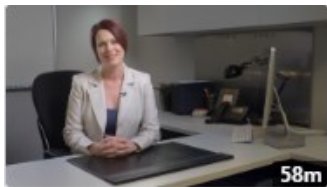


610.696 C314h

SHELF NUMBERS (LIBRARY 2ND FLOOR)

651.73	Oral communication
658.8	Marketing
658.812	Customer services
658.834*	Consumer behavior

STREAMING VIDEOS



Business Etiquette:
Phone, Email, and Text



Working with Upset
Customers



Business Etiquette: Meetings,
Meals, and Networking Events



Creating a Positive Customer
Experience

ACADEMIC JOURNALS & PERIODICALS

- Customer Needs and Solutions
- Customer Relationship Management (CRM)
- Incentive
- Marketing Science
- Journal of Retailing
- Teller Vision



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