

The new gold standard : 5 leadership principles for creating a legendary customer experience courtesy of the Ritz-Carlton Hotel Company /
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Abstrak

The Ritz-Carlton experience -- Principle 1 : define and refine. Set the foundation : communicating core identity and culture ; Be relevant -- Principle 2 : empower through trust. Select--don't hire ; It's a matter of trust -- Principle 3 : it's not about you. Build a business focused on others ; Support frontline empathy -- Principle 4 : deliver wow! Wow : the ultimate guest experience ; Turn wow into action -- Principle 5 : leave a lasting footprint. Aspire, achieve, teach ; Sustainability and stewardship -- Conclusion : a lasting impression.