

THE  
**NORDSTROM**  
**WAY** *to*  
**CUSTOMER SERVICE**  
**EXCELLENCE**

THE HANDBOOK FOR BECOMING THE  
"NORDSTROM" OF YOUR INDUSTRY

SECOND EDITION

ROBERT SPECTOR  
PATRICK McCARTHY



John Wiley & Sons, Inc.

# Nordstrom Way

**Robert Spector**

## **Nordstrom Way:**

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**The Nordstrom Way** Robert Spector,Patrick D. McCarthy,1997-07-02 Praise for The Nordstrom Way Outstanding customer service and Nordstrom s are synonymous The innovative approach has allowed them to find out what the customers want and then do it Their standards of service are what we all shoot for David D Glass President and Chief Executive Officer Wal Mart Stores Inc Nordstrom is a national model for outstanding customer service American business should use this book as a primer to learn how to make and keep happy satisfied customers Willard Marriott Jr Chairman and President Marriott International Inc When you run a family business that includes your customers as extended family you re unbeatable This book outlines an American family saga that has become the admiration of the world Leonard A Lauder President and Chief Executive Officer Est e Lauder Companies Nordstrom s business is built on one to one communication with the customer Their professional salespeople bridge the gap between the designer and the consumer The Nordstrom Way is what the 90s are all about Donna Karan Designer and Chief Executive Officer Donna Karan Company [Lessons from the Nordstrom Way](#) Robert Spector,2000-11-03 This book focuses on the customer service principles espoused by the Nordstrom department store chain a legend in retailing and customer service It shows how the Nordstrom customer service culture can work in any company or industry computer repair centers bicycle shops medical clinics credit unions and more The book features case studies from many companies that have successfully adopted and adapted the lessons from The Nordstrom Way the author s successful book about the founding of Nordstrom and the beliefs the Nordstrom family imparts to its employees Helps other companies apply Nordstrom s principles to their own customer service practices Provides lessons on how to find and focus on customer needs follow up and ensure customer satisfaction **The Nordstrom Way to Customer Experience Excellence**

Robert Spector,breAnne O. Reeves,2017-10-03 Top Ten Business Books For 2017 Forbes The fully revised and updated edition of the classic book about Nordstrom s extraordinary customer service In this new edition of the management classic the authors explore in depth the core values of the culture that have made Nordstrom synonymous with legendary customer service These essential values have enabled Nordstrom to survive and adapt to dramatic market shifts regularly since 1901 and the new edition explains how the Nordstrom approach can be emulated by any organization in any industry in every corner of the world This is not a book about selling shoes or clothes or cosmetics or jewelry It is a book about how underlying values such as respect trust compensation and even fun are the building blocks of a culture where employees are empowered to consistently deliver a world class experience to customers Nordstrom believes that the employee experience determines the customer experience and that when you attract and reward people who are comfortable in a service oriented culture then everyone succeeds both individually and collectively No wonder Nordstrom is one of only five companies to make Fortune s Best Companies to Work For and Most Admired lists every year since those surveys have been taken With new interviews from senior Nordstrom executives and family members the book explains how to successfully respond to today s tech savvy time crunched customers who demand a convenient seamless painless personal experience across all channels Nordstrom gives its frontline people all the digital tools necessary to satisfy the customer and your organization must do the same if it wants to adapt The authors show what it takes to earn brand loyalty lead through change and uncertainty and combine extraordinary brick and mortar with online experiences The single most important reason we try to provide great service is this It enables us to sell more says co president Blake Nordstrom great grandson of the founder The best way for our company to achieve results is to do what s best for the customer In this book readers will find Suggestions for becoming the Nordstrom of your industry The ten values that define a customer driven culture Lessons for providing superior service and experience across all channels

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The Nordstrom Way to Customer Experience Excellence Robert Spector,breAnne O. Reeves,2017-09-04 Top Ten Business Books For 2017 Forbes The fully revised and updated edition of the classic book about Nordstrom s

extraordinary customer service In this new edition of the management classic the authors explore in depth the core values of the culture that have made Nordstrom synonymous with legendary customer service These essential values have enabled Nordstrom to survive and adapt to dramatic market shifts regularly since 1901 and the new edition explains how the Nordstrom approach can be emulated by any organization in any industry in every corner of the world This is not a book about selling shoes or clothes or cosmetics or jewelry It is a book about how underlying values such as respect trust compensation and even fun are the building blocks of a culture where employees are empowered to consistently deliver a world class experience to customers Nordstrom believes that the employee experience determines the customer experience and that when you attract and reward people who are comfortable in a service oriented culture then everyone succeeds both individually and collectively No wonder Nordstrom is one of only five companies to make Fortune s Best Companies to Work For and Most Admired lists every year since those surveys have been taken With new interviews from senior Nordstrom executives and family members the book explains how to successfully respond to today s tech savvy time crunched customers who demand a convenient seamless painless personal experience across all channels Nordstrom gives its frontline people all the digital tools necessary to satisfy the customer and your organization must do the same if it wants to adapt The authors show what it takes to earn brand loyalty lead through change and uncertainty and combine extraordinary brick and mortar with online experiences The single most important reason we try to provide great service is this It enables us to sell more says co president Blake Nordstrom great grandson of the founder The best way for our company to achieve results is to do what s best for the customer In this book readers will find Suggestions for becoming the Nordstrom of your industry The ten values that define a customer driven culture Lessons for providing superior service and experience across all channels

**The Nordstrom Way to Customer Experience Excellence** Robert Spector,2017 *Value Driven Management* Randolph Pohlman,Gareth Gardiner,2000 Value Driven Management explains how to do just that Starting with the premise that what people value drives their actions the book introduces eight value drivers external cultural values internal cultural values employee values supplier values customer values third party values competitor values and owner values Only by integrating these value drivers into an organization s leadership management and decision making processes can an organization achieve and maintain success Jacket *The Nordstrom Way to Customer Service Excellence* Robert Spector,Patrick D. McCarthy,2005-03-08 First published in 1995 The Nordstrom Way is a classic guide to great customer service This new book replaces The Nordstrom Way with an even more practical guide to becoming the Nordstrom of your industry Designed for customer service managers and trainers as well as business owners it s an invaluable resource for designing your own programs and initiatives The authors not only explain the principles of the world s best customer service company they also show you how to implement them in your own organization The Nordstrom Way to Customer Service Excellence will help your business make customers its number one concern and help make your business number one in your

industry **The Nordstrom Way** ,2010 [The Nordstrom Way](#) Spector,1997-06-01 **Organizational Behavior** Joseph E. Champoux,2010-09-07 Presents an introduction to the field of organizational behavior This title follows a practical approach that shows the power of organizational behavior theory for understanding one s behavior and the behavior of others in any organization **Contemporary Business** Louis E. Boone,David L. Kurtz,Brahm Canzer,2021-12-06 Student friendly engaging and accessible Contemporary Business 19e equips students with the skills to assess and solve today s global business challenges and succeed in a fast paced environment Designed to drive interest in business our newest edition offers a comprehensive approach to the material including a variety of resources to support today s students Its modern approach wealth of videos relevant and up to date content and career readiness resources keep your course current and engaging **Amazon.com** Robert Spector,2009-03-17 In Amazon com Jeff Bezos built something the world had never seen He created the most recognized brand name on the Internet became for a time one of the richest men in the world and was crowned the king of cyber commerce Yet for all the media exposure the inside story of Amazon com has never really been told In this revealing unauthorized account Robert Spector journalist and best selling author gives us this up to date fast paced behind the scenes story of the company s creation and rise its tumultuous present and its uncertain future

**Managing for the Long Run** Danny Miller,Isabelle Le Breton-Miller,2005 Fidelity Hallmark Michelin and Wal Mart are renowned industry powerhouses with long leadership track records Yet these celebrated companies are united by another factor not generally equated with competitive success They are all family controlled businesses While many view the hallmarks of family businesses stable strategies clan cultures and unencumbered family ownership as weaknesses Danny Miller and Isabelle Le Breton Miller argue that it is these very characteristics that create formidable competitive advantages for many such firms Managing for the Long Run draws from a worldwide study of enduring family run organizations including Cargill Timken L L Bean The New York Times and IKEA to reveal their unconventional success strategies and how these strategies can be adopted and applied in any organization Miller and Le Breton Miller show how four driving passions of family run firms command continuity community and connection give rise to a set of practices that defy modern management thinking yet ensure a company s long term competitive advantage Outlining how these practices can enhance strategic efforts from operations to brand leadership to innovation this book shows what every company must do to manage for the long run

**Into the Value Zone** Ron Wood,2008 Into the Value Zone provides business leaders with an uncomplicated approach to evaluate their own company and the competition Professor Ron Wood explains strategies that will help managers to create and execute initiatives that achieve sustainable results with enduring value for their clients and to manage their company s assets with efficiency Professor Wood outlines a concise business model for managers that highlights market trends uncovers the impact of new technologies and enables them to see their company s placement against the competition in The Big Picture Book jacket **The Nordstrom Way to Customer Service Excellence** Robert

Spector,2005 A new how to version of a customer service classic First published in 1995 The Nordstrom Way has consistently been one of the bestselling backlist books on customer service with over 100 000 copies sold This new book replaces The Nordstrom Way with an even more practical guide to becoming the Nordstrom of your industry It is designed for customer service managers and trainers who will find it an invaluable resource for designing their own training programs Through training exercises hiring questionnaires and customer service development tools the authors not only explain the **The Century Old Startup** Robert Spector,2024-01-23 How has Nordstrom survived and thrived since its founding as a modest shoe store in 1901 By constantly dealing with whatever challenges come their way two world wars the Great Depression various recessions the everchanging world of fashion the rise and impact of Amazon the aftermath of the George Floyd killing and the COVID 19 pandemic Transformation is essential to survival Any company in any industry that aspires to endure must be in a perpetual state of transformation If you re standing still you re falling behind Nordstrom is not the same company today that it was five years ago It will be a different company five years from now While Nordstrom adjusts its practices according to changing times and mutable markets it holds fast to core values that underpin its culture particularly its laser like focus on customer service be it in brick and mortar stores or on digital devices Historically Nordstrom s strategy for survival is built around the acronym F A C T S Flexibility Agility Communication Transformation Social Responsibility Looking for a blueprint for long range success The Century Old Startup has the answers **Nichecraft** Lynda Falkenstein,2000

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