America's Service Meltdown: Restoring Service Excellence in the Age of the Customer

Author Raul Pupo’s America’s Service Meltdown: Restoring Service Excellence in the Age of the Customer offers a straightforward, no nonsense model that clearly explains how to organize the modern enterprise for the delivery of service excellence. The book is both timely and provocative, and should be of interest to executives, academics, and the general consuming public.

Delray Beach, FL, September 02, 2010 --(PR.com)-- New book by technology services entrepreneur Raul Pupo warns of dangers to companies that forget customer service.

The subprime mortgage crisis, former NASDAQ Chairman Bernard Madoff’s monstrous $65 billion “Ponzi scheme,” and the demise of titans on Wall Street and the U.S. auto industry, despite the tortuous explanations found in the media, amount to nothing more complicated than the collapse of an ethic of service.

According to Raul Pupo, author of the take-no-prisoners' account of the deteriorating state of customer service across all industry sectors, this is more than a matter of corporate survival but of national survival as the country continues to flail in the face of the outsourcing juggernaut.

According to a worldwide, customer satisfaction survey conducted by consulting giant Accenture, 59 percent of consumers quit doing business with suppliers for reasons having to do with poor service. Sure, everyone "gets" the importance of good customer service, but very few companies practice it as a matter of sound business strategy.

Author Raul Pupo's America's Service Meltdown: Restoring Service Excellence in the Age of the Customer offers a straightforward, no nonsense model that clearly explains how to organize the modern enterprise for the delivery of service excellence. The book is both timely and provocative, and should be of interest to executives, academics, and the general consuming public.

The book has received important endorsements:
"Raul's new book is a hard-hitting story of our many failures to put the customer first. Thanks for showing us how to do better."
-Rich DeVos, Co-founder of Amway, Owner and Chairman of the Orlando Magic NBA Basketball Team

"Raul Pupo hits upon the central truth of free enterprise - you ultimately succeed only by meeting the needs and wants of other people, by providing a product or service that someone is willing to buy. And that, of course, means service. This seemingly simple insight is the core of great leadership. Those who aspire to be leaders should take Pupo's timely book to heart."
-Steve Forbes, Chief Executive of Forbes Magazine

“America's Service Meltdown is so persuasive and valuable that it should be mandatory reading for all executives who want their organization to have that all-important competitive edge."
-Simon C. Fireman, Founder, Chairman, and Chief Executive Officer, Aqua-Leisure Industries, Inc. Appointed Director to the Export Import Bank by President Ronald Reagan

About the author:
Raul Pupo is an entrepreneur, author, speaker, and consultant in the information technology industry who has done business throughout much of the world. His business experience spans over thirty years founding and operating companies in the field of information technology. See the author on NewsmaxTV at http://www.moneynews.com/


###
Contact Information:
rpholdings
Raul Pupo
5613021035
Contact via Email
raulpupo.com

Online Version of Press Release:
You can read the online version of this press release at: https://www.pr.com/press-release/259766

News Image: