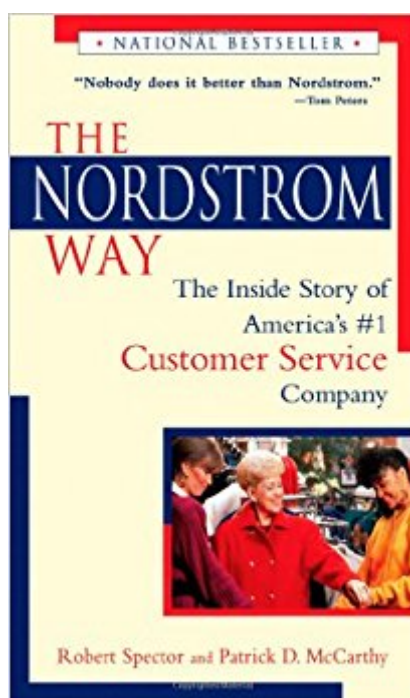


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# The Nordstrom Way: The Inside Story Of America's #1 Customer Service Company



## Synopsis

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." - J. 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 Estée 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

## Book Information

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## Customer Reviews

Nordstrom's has long had the reputation for outstanding customer service. This book, coauthored by one of Nordstrom's top sales associates, McCarthy, tells how Nordstrom's earned that reputation. The work combines case studies and personal narrative with some history of the store. Each chapter helps the reader see one or more aspects of what has made Nordstrom's so successful, for example, "The Nordstrom Culture: Setting Employees Free," "The Art of Selling:

Retailing Is a Contact Sport," and "What's Inside: Creating an Inviting Place." Each chapter is followed by a one- to two-page summary of the important points. Highly recommended for any business collection. Michael D. Kathman, St. John's Univ. Lib., Collegeville, Minn. Copyright 1995 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

The Nordstrom Way "The Nordstroms 'wrote the book' on customer service. Now we have a chance to read, chapter by chapter, how through four generations this family has established one of the finest retail institutions in the world." -Peter Strom Former Vice Chairman, Polo/Ralph Lauren According to David Glass, President and CEO of Wal-Mart, Nordstrom's customer service standards are "what we all shoot for." In his 60 Minutes profile on Nordstrom, Morley Safer raved that the much-acclaimed "Nordstrom Way" was "not service like it used to be, but service like it never was." What makes Nordstrom so special? What, exactly, does this retail giant do that so clearly distinguishes it from the competition? How does the Nordstrom customer service culture work? And, most important, what lessons can industry learn from Nordstrom's example? This updated Second Edition reveals the secrets behind the phenomenal success of this American customer-service legend. Written by veteran journalist Robert Spector and top Nordstrom salesman Patrick McCarthy, and based on exclusive, in-depth interviews with the Nordstrom family, senior executives, directors, and salespeople, this captivating book tells you how this much admired-and much feared-powerhouse retains its customer-service supremacy in the competitive world of bricks-and-mortar retail. In *The Nordstrom Way*, the authors isolate practical lessons that teach how to better respond to customers' needs so they'll keep coming back to you, including: \* Valuing the nobility of good service \* Finding and bonding with customers \* Serving and keeping those customers \* Giving frontline people the freedom to make decisions Packed with examples of excellent customer service, *The Nordstrom Way* offers a fresh behind-the-scenes look that provides lessons on how to find and focus on customer needs, follow-up, and customer satisfaction. --This text refers to an out of print or unavailable edition of this title.

This book concentrates primarily on the customer service aspect of the Nordstrom Store. It emphasized that this is not a store for everyone, but for a select few with the right customer service attitude and willingness to work hard, that success would be theirs. Along the way it tells how the founders of the company got their start and follows the development of Seattle and its connection to the gold rush of the 1900's and the gateway to trade with the Orient as an economic supplier of jobs and business growth. The policy of inventory carried in depth led to great customer satisfaction by

always being in stock on in demand items. The family of young brothers and their personal interest in customer service and close relationships with employees contributed greatly to the success of the company. Employees were encouraged to act in the best interest of their customers with the promise that management would support their actions, at least once. From a historical point, it is an interesting chronology of a very successful regional department stores. It all began with shoes and has progressed from their into a store with great customer loyalty and employee dedication to serving the customer well. A GOOD COMBINATION FOR SUCCESS.

This is a good book and tells a neat story. As I read it I got the feeling that it was written shortly after the companies big fight with the union (Nordstrom won). So, the last section of the book is all about that and Nordstrom's view. At that point the book comes across as propaganda and not so much about "the Nordstrom way" Still, up to that point it was good. And when I took the Duck tour in Seattle (its a local tour thing) I was able to answer the question the tour guide gave, "Who was one of the only people to make money from the Alaska gold rush?" of course, Nordstrom.

GREAT BUY

just wrote a book report on it, not a big fan of the stuff inside the book but its in good condition

This and the other Nordstrom book are amazing inspiration in the field of Customer Service. You don't need to read both of them, since they have a lot of the same info in them, but they should be read by anyone who wants to improve their Customer Service whether in their own business or as a manager looking to increase sales and CS.

Nordstrom definitely have the best customer service. I had read about this and then while in the USA went to one of their stores in Orlando. I must say it is all true, they are #1! This book explains how Nordstrom get their people to super perform and fall over backwards for their customers. Reading about how they do it and the results they get is very enlightning.

nice book

My disclaimer: As with any opinion, it is only my opinion! And everyone's will vary depending on who reads the book and what the reader is looking for. I look for ways to improve businesses, sales, and

my life. This book shares good ideas and gives applicable take-a-ways. On a 1 to 5 scale, 5 being the best: Readability 5: It wasn't a difficult read at all. Organized and well laid out. Good for a four hour plane flight. Information and new ideas 5: If you are going to learn about being the best, then learn from the best. Processes are well described giving great ideas for application. Applicable Ideas 5: Many ideas for innovation into processes in other businesses. Value 5: Great value for the dollar. Getting ideas from companies like Nordstrom save big money by not having to come up with everything on your own. Overall 5: A great job and a great book for your business library. Thank you Robert Spector and Patrick D. McCarthy! Rip Walker Author: Rip's Book of Common Sense Selling: Improving Sales Through Process Implementation

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