

Recommended Reading and Resources

Reading lists

Title	Edition/Year	Author	ISBN	Publisher
Managing Customer Service	1998	Hayes, J.; Dredge, F.	ISBN 978-0566080050	Gower Publishing Ltd.
Monitoring, Measuring and Managing Customer Service	2000	Goodman, G.	ISBN 978-0787951399	Jossey Bass
S/NVQ Level 2 Customer Service	2nd edition 2007	Bradley Sally	ISBN 978 0 435465 29 2	Heinemann
S/NVQ Level 3 Customer Service	-	Woods Allan, Hebron Lesley, Bradley Sally	ISBN 978 0 435 45227 4	Heinemann
The Multichannel Challenge - Integrating Customer Experiences for Profit		Wilson Hugh, Street Rod, Bruce Lindsay	978-0-7506-8711-9	Butterworth-Heinemann
Out to lunch - back in six hours		Johns Ted	978-1-906080-01-3	Institute of Customer Service
Call Handling Operations S/NVQ 2		Bowen Keith, Munn Yvonne, Richardson Peter	0 435 45561 3	Heinemann
Better Communication Skills For Work		Melanie Kelcher	0-563-36370-3	BBC

Communicate Clearly		Robert Heller	0-7513-0630-4	Dorling Kindersley Essential Managers
Essential Communication Skills		Taylor S	0 582 43202 2	Longman
Communication for Work		Carysforth C	0 435 45542 7	Heinemann
Safety, Health and Environmental Hazards at the Workplace		Dalton AJP	0 304 33291 7	Cassell
Marketing Made Simple		Geoff Lancaster and Paul Reynolds	0-7506-4771-X	Made Simple Books
Principles of Marketing	Second European Edition	Philip Kotler, Gary Armstrong, John Saunders, Veronica Wong	0-13-262254-8	Prentice Hall
Perfect Customer Care		Johns Ted	0 09 940621 7	Random House Business Books
Dictionary of Marketing	Third edition	Collin Peter	0-7475-6621-6	Bloomsbury
Higher Business Management (with answers)		Hagan Peter, Alistair B Wylie	0 340 84902 9	Hodder Gibson
The Art of Giving Quality Service		Gober M	0 9624563 0 6	Mary Gober International
Mastering Customer Relations		Cartwright Roger	0 333 80159 8	MacMillan Master Series
Customer Care in a Week		Wellemin John	0 340 84958 4	Hodder and Stoughton
How to Kiss and Keep your Customer and Kick the Competition	2 nd Edition	Malouf Doug	1 86508 957 5	Allan B Unwin

Delivering Knock Your Socks off Service	3 rd Edition	Performance Research Associates	0 8144 0765 X	AMACOM
How to Advertise: What Works, What Doesn't, and Why	2005	Roman, K.; Maas, J.; Nisenholtz, M.	978-0749444624	Kogan Page
The New Integrated Direct Marketing	1998	The New Integrated Direct Marketing	978-0566079603	Gower

Resources

Websites

www.instituteofcustomerservice.com – Institute of Customer Service

www.oft.gov.uk – The Office of Fair Trading

www.teamtechnology.co.uk – information on team working

www.hse.gov.uk – Health and Safety Executive

www.rospa.co.uk – Health and safety information

www.riddor.gov.uk – Reporting of accidents

www.bbc-safety.co.uk – Health and safety information

www.informationcommissioner.gov.uk – Data protection information

www.opsi.gov.uk Office of Public Sector Information

www.humanrights.gov.uk – on human rights

www.cre.gov.uk – on race relations

www.diversityleaders.org.uk – on diversity in the workplace

www.drc-gb.org – Disability Rights Commission

www.eoc.org.uk – Equal Opportunities Commission

www.disability.gov.uk – DDA information

www.dti.gov.uk – Department of Trade and Industry

www.tradingstandards.gov.uk - Trading Standards Office

www.thecpa.co.uk - Consumer Protection Association

www.berr.gov.uk/whatwedo/consumers/fact-sheets/page38337.html - Supply of goods and services

www.standardsboard.gov.uk - Standards Board for England

www.learnmarketing.net/promotion.htm LearnMarketing.net: Promotion Strategies

www.learnmarketing.net/images.htm LearnMarketing.net: image bank

www.vts.intute.ac.uk Intute: Virtual Training Suite /