



# Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience

*Jonathan M. Tisch*

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**Praise for *Chocolates on the Pillow Aren't Enough***

"Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!"

—David Neeleman, founder and CEO, JetBlue Airways Corporation

"If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some."

—Millard S. Drexler, Chairman and CEO, J. Crew Group

"What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more."

—Emeril Lagasse

"Attention to detail, passion, and dedication are a few of the things that made me successful as an athlete. Jonathan knows that by doing the same in business, you maximize the customer's experience and outscore the competition."

—Tiki Barber

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#### **Sean Ward:**

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