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...

Sustaining Service Success  
Since customers expect  
products to be of high  
quality, service is the  
element that most often  
separates one competitor  
from another. The most  
important factor in the  
success of a service  
business isn't corporate  
practice, but humane values.  
Values-driven leadership is  
one of the nine key elements  
of service success.

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companies can sustain their

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success. Focusing on 14  
companies that stand out  
from the pack, including  
Rent-a-Car and Midwest  
Express Airlines, Berry  
identifies nine core values  
of sustainable success for  
any service organisation.

**Discovering the Soul of  
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Berry's comprehensive model  
reveals the soul that  
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day-to-day operations of  
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St. Paul Saints minor-league baseball team, Dial-A-Mattress, Midwest Express Airlines, and two of the world's fastest-growing service companies--Charles Schwab and Enterprise Rent-A-Car. "The lessons they teach are clear indeed," writes Berry, a marketing professor and director of the Center for Retailing Studies at Texas A & M University.

## **Discovering the Soul of Service: The Nine Drivers of**

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in discovering the soul of service leonard l berry goes beyond the scope of his previous works on service quality to show how

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flourishing service sustainable  
Business Success  
companies can sustain their  
success focusing on 14  
companies that stand out  
from the pack including rent  
a car and midwest express  
airlines berry identifies  
nine core values of  
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