



# **How You Do... What You Do: Create Service Excellence That Wins Clients For Life: Create Service Excellence That Wins Clients For Life**

*Bob Livingston, David (foreword by) Calhoun*

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- In three years Livingston helped the 17,000- employee strong Crossmark increase its sales revenues by 30 percent and add an additional 2,400 workers
- Livingston will promote the book on his busy speaking tour, which includes keynote addresses at several large consumer products information conferences
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