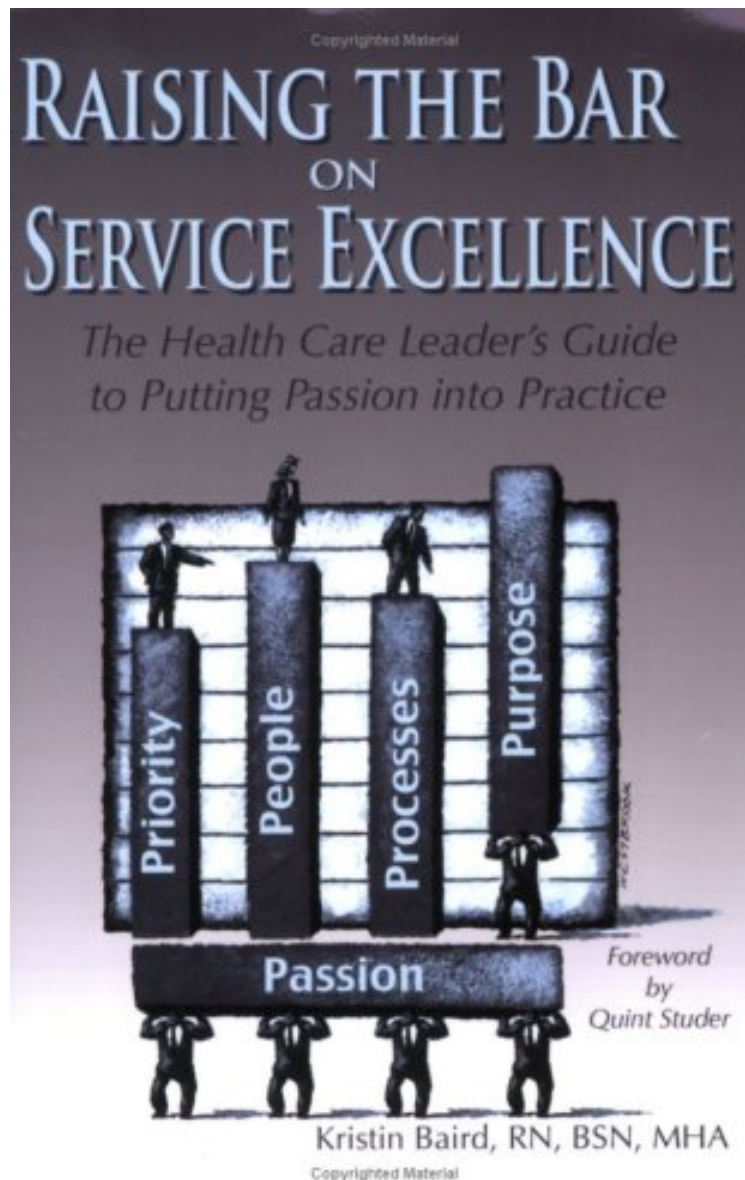


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Raising the Bar on Service Excellence: The Health Care Leader's Guide to Putting Passion Into Practice

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A pragmatic approach to health care leadership designed to enhance organizational culture and improve customer service. Once again, author and consultant Kristin Baird (Customer Service in Health Care, a Grassroots Approach to Creating a Culture of Service Excellence, Jossey Bass, 2000) delivers a hard-hitting message for health care leaders to step up and lead for excellence. Leaders at all levels will benefit from the practical wisdom here. Through stories, interviews and action steps, Baird encourages leaders to continue raising the bar for the good of our patients, physicians and employees. Features a foreword written by Quint Studer.