STRAIGHT from the bookshelves of service champions, here are some must-read titles on sprucing up your service.


This is a comprehensive introduction to all aspects of retailing and merchandising, including the fundamental elements of retail management and organisational activities in countries across Asia.

It highlights the growing importance of the Asian retail industry and its challenges. Issues such as the impact of the retail industry on the growth of gross domestic product, internationalisation of retailing, changes in retail formats, technological advancements in retailing and changing consumer demographics and expectations are comprehensively addressed.

Especially valuable is the focus on the important role of merchandising and how this alone could determine whether a retailer can create a comfortable environment to entice customers to enter and patronise its store. Anyone who wants to build a profitable retail business ought to read this book.


This is a must-read for anybody in the service industry — hotels, restaurants, retail outlets, banks, to name a few. It outlines the principles of customer service needed to outperform competitors in today's brutal operating environment. If you want to deliver memorable customer service, this book is filled with great practical examples which can be put into practice immediately.


This is not a book you read just once. It is filled with practical wisdom for people who want control of their lives, careers and business. I keep it as a reference and use it when I am stuck with issues that do not appear to have an obvious answer. The seven habits are keys to success for people in all walks of life and will do wonders for people in the service industry.