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ManageFirst: Customer Service With Answer Sheet (2nd Edition)



Synopsis

This text focuses on CUSTOMER SERVICE topics. It includes essential content plus learning activities, case studies, professional profiles, research topics and more that support course objectives. The text and exam are part of the ManageFirst Program® from the National Restaurant Association (NRA). This edition is created to teach restaurant and hospitality students the core competencies of the Ten Pillars of Restaurant Management. The Ten Pillars of Restaurant Management is a job task analysis created with the input and validation of the industry that clearly indicates what a restaurant management professional must know in order to effectively and efficiently run a safe and profitable operation. The ManageFirst Program training program is based on a set of competencies defined by the restaurant, hospitality and foodservice industry as those needed for success. This competency-based program features 10 topics each with a textbook, online exam prep for students, instructor resources, a certification exam, certificate, and credential. The online exam prep for students is available with each textbook and includes helpful learning modules on test-taking strategies, practice tests for every chapter, a comprehensive cumulative practice test, and more! This textbook includes an exam answer sheet to be used with the paper-and-pencil version of the ManageFirst certification exam.

Book Information

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Customer Reviews

We ordered the Customer Service 2nd Edition PAPERBACK BOOK (240 pages) and all of what we

received was a little cardboard booklet with the Online Exam Prep access code that was inside an envelope big enough to fit a book. We ordered it ahead of time so that my mother could read the first 50 pages for her quiz next week. She requires the extra time being an ESL student. Not only did the package arrive late, but it also was missing the book ENTIRELY as apparently someone at Apex Media was not paying attention when putting the mail order together. I'm deeply disappointed in such a careless mistake on their part, however upon calling they were kind enough to understand and provided a full refund. Although now she won't have her book until a day and a half before her quiz (mind you, a day and a half is not very long for an ESL student to read 50 pages of text), I understand mistakes happen.

The book is horribly overpriced and the info inside is so-so. This was a mandatory purchase for a class and the instructor said "the only reason you purchased this book was for the answer sheet". With the exception of removing the scan tron, I never once opened the book.

This book covers all the basics of the service industry. It has some thought provoking case studies and some basic information that would help anyone from a server to a manager. I had to use it for class and I have no complaints. Not a fun novel but definitely not as dry as your average textbook.

Just what we needed

Has everything I need in it.

This book was purchased for my daughters culinary classes in college, she has no complaints about them, it is what she needed.

good

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