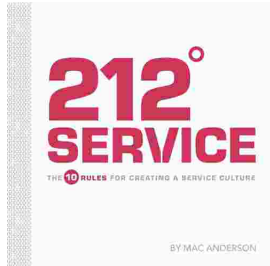


212 Service: The 10 Rules for Creating a Service Culture



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You may know the 212 degree concept for our original bestseller 212 The Extra Degree written by Sam Parker and Mac Anderson. But this book is written specifically for businesses and is all about creating a service culture. In case you are not familiar with the 212 concept, here it is in a nutshell: At 211 degrees water is hot. At 212 degrees, it boils. And with boiling water, comes steam. And steam can power a locomotive. The one extra degree makes the difference. This simple analogy reflects t ...