

# THE CUSTOMER RULES by Lee Cockerell

## On-sale now!

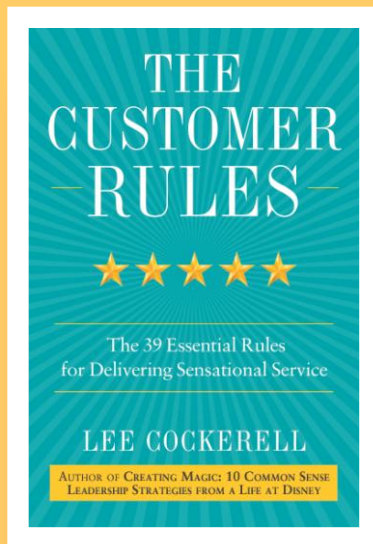
After spending 41 years in the hospitality and entertainment business with three great companies, Hilton Hotels, Marriott International and The Walt Disney Company, I learned exactly what it takes to provide sensational service to customers.

With all the knowledge and experience I gained on the front lines and in executive offices, I decided I should write a book to help organizations both large and small deliver sensational service and gain the loyalty of their customers, whether they are identified as guests, patients, students, clients or passengers. I am pleased to announce that **THE CUSTOMER RULES: The 39 Essential Rules for Delivering Sensational Service** will be published by Crown Business on March 5, 2013.

My first book, *Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney*, was directed at managers/leaders and aspiring managers/leaders. **THE CUSTOMER RULES: The 39 Essential Rules for Delivering Sensational Service** is directed at managers and leaders plus the armies of front line employees who face customers day in and day out, in person, online and on the phone, in retail shops, coffee houses, airlines, hospitals, high-tech companies, and even in classrooms.

LEE COCKERELL

Executive Vice President (*Retired & Inspired*) Walt Disney World Resort



"At Zappos, many of our business decisions revolve around the customer. Lee Cockerell understands the importance of a great customer experience and shows you how to Deliver Happiness to your customers."  
—Tony Hsieh, *New York Times* bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

"These Rules rule. If you play by these rules you will win." —Carl Sewell, Chairman of Sewell Automotive Companies and author of the multi-million copy bestseller *Customers for Life*"

"Elegant in its simplicity and practicality... Creating Magic is a collection of stories that reminds us to demonstrate care and respect for every member of the team and to focus our efforts not on ourselves but on the people we lead." —George Bodenheimer, President, ESPN, Inc and ABC Sports

"No matter what industry you're in or what kind of company you work for, if customer service isn't priority, your business will get crushed. This book shows that any employee at any level of an organization can take pride in serving customers with excellence – in doing so they bolster both their career and their company profits"  
—Marshall Goldsmith *New York Times* bestselling author of *MOJO* and *What Got You Here Won't Get You There*.

"Lee Cockerell offers practical, reader friendly suggestions and guidelines which can be implemented immediately to enhance and improve customer service at any company."  
—Fred Whyte, President, STIHL Incorporated (The top-selling brand of gasoline-powered handheld outdoor power equipment in America)

"The Customer Rules is easy to read and understand, but profound in so many ways! If companies and leaders would follow this advice their customers and business would be significantly better."  
—Al Weiss, President, Disney Parks and Resorts, Worldwide (Retired)

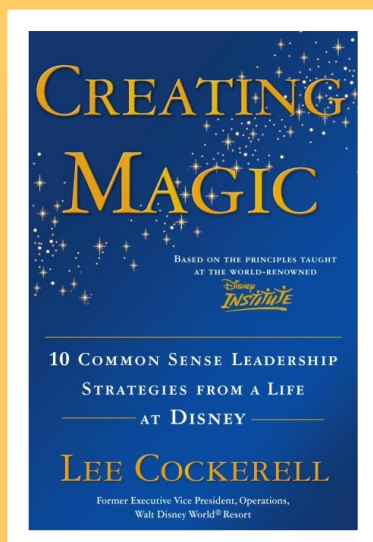
"I don't know many people who know more about customer service than Lee Cockerell. If you want to create raving fans and have customers brag about you, read his book, The Customer Rules. It will send you in the right direction."  
—Ken Blanchard, Co-author, *The One Minute Manager* and *Leading at a Higher Level*

LEE COCKERELL was the executive vice president of operations for Walt Disney World for more than ten years. As one of the public faces of the world-renowned Disney Institute, he continues to teach courses in leadership and professional development. A popular keynote speaker, he frequently addresses Fortune 500 corporations, government agencies, educational institutions, and nonprofits around the world. He lives in Orlando, Florida.

Lee is represented by Ellie on Wheels Media for seminars and keynote speeches. Call Al Getler at 781-799-4769 or email [algetler@ellieonwheelsmedia.com](mailto:algetler@ellieonwheelsmedia.com).



Lee and the Boss  
At Lee's Retirement



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