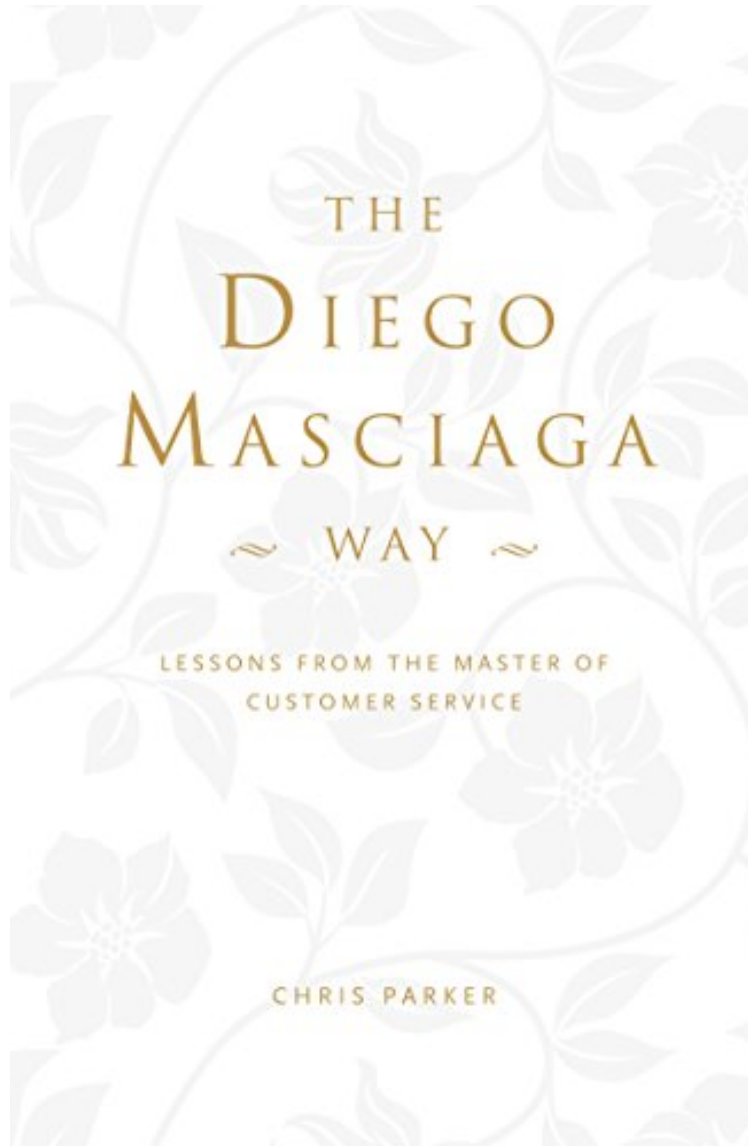


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## The Diego Masciaga Way: Lessons from the Master of Customer Service

*Chris Parker*

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**Chris Parker : The Diego Masciaga Way: Lessons from the Master of Customer Service** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Diego Masciaga Way: Lessons from the Master of Customer Service:

0 of 0 people found the following review helpful. Solid principlesBy Mary S LoganDiego's book is as good as his service at the Waterside. The book makes it clear why he and his team are so good. Every manager, especially anyone involved in retail will benefit from his approach to management and leadership.

It isn't a job, it is a life. Diego Masciaga Diego Masciaga has worked for over twenty five years as the Director and Restaurant Manager of The Waterside Inn, one of the most well-known and influential restaurants in the world, serving global leaders, royalty and film stars. He is a legendary figure, awarded the Cavaliere Ordine al Merito della Repubblica Italiana (the equivalent of the knighthood) for his services to the hospitality and catering industry. He is also only the third ever recipient of the Grand Prix de L'Art de la Salle. Diego's customer service knowledge and advice has proved inspirational for thousands in the hospitality and catering industry. Written by Chris Parker, an expert in communications and influence, *The Diego Masciaga Way* explains Diego's philosophy and his very practical approach to understanding, creating and, more importantly, maintaining exceptional customer service. The book also provides a thorough and practical explanation of the nature and value of service, delivering a unique range of real-world examples and training exercises for the development of the essential personal and team skills and processes necessary to provide exceptional customer service. Presented in an easy-reading and engaging style, the book encourages the reader to not only learn from the master, but apply that learning successfully to create customer service that both rewards and excels.

'Diego is the Master of Service! If you want to know what Service is all about read this book!' - Silvano Giralдин 'They don't award Michelin stars for service, nor for maitre d's, but they should. Diego stands alone, worthy of not a mere three stars, but a constellation.' - Sir Terry Wogan 'When I think of the warmest welcome, the best service, the pinnacle of hospitality, I think of Diego Masciaga. I thoroughly recommend his book to all students of hospitality and indeed anyone involved in service.' - Alistair Storey, Chairman of hospitality business WSH 'Diego is not working to a script but relying instead on an intuitive definition of what service should be. A remarkable man and a remarkable story to tell.' - Sir Michael Parkinson 'He is the "THE GENERAL" when it comes to Customer Service. No one, anywhere does it better than Diego.' - Peter Jones, Dragon's Den  
About the Author  
Chris Parker is a management trainer, business consultant, lecturer, and licensed master practitioner of Neuro Linguistic Programming.