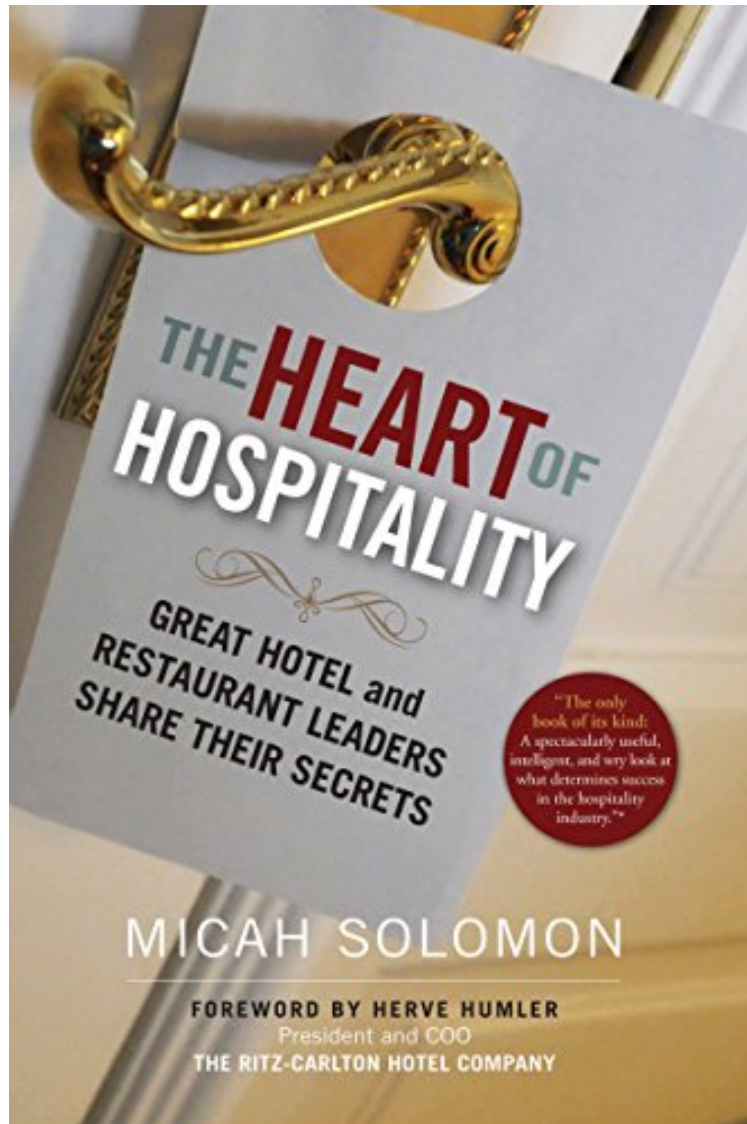


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The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets

Micah Solomon

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Micah Solomon : The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets:

4 of 4 people found the following review helpful. Great tools applicable for any size business!By Melissa MuellerI own and manage a busy and growing spa and salon in Ann Arbor (Vis-a-Vis Spa and Salon, if yoursquo;re in the area). For me, I found The Heart of Hospitality to be one of the most useful business books Irsquo;ve read in some

time. I think any business that has customers (and that's pretty much all of us) will find it equally useful. Not to mention encouraging. It's both fact-based and a real pick-me-up. What makes reading this book so great is, basically, two separate elements. First, the knowledge within it, which is gathered from a pretty incredible cast of hospitality leaders as well as his career and insights as a customer service practitioner and consultant. Second, it's that he writes in a wonderfully personable way that makes you feel less like you're reading another business guidebook and more like you are getting the chance to sit down with an expert and chat about hospitality over coffee. Though he explains models and theories, he always illustrates them with real-life experiences, many of them at some of the greatest customer-serving businesses in the U.S. (and, in a couple of cases, outside the US as well). As a single location spa owner from Ann Arbor, it's very easy to think, "I could never get my business to function at the level of the Ritz Carlton or one of the other five star companies profiled in *The Heart of Hospitality*." But that's not at all the feeling I got from the book. I felt the author was gently yet firmly (and often, humorously) showing me and any reader that it can be done—and how to do it. While every reader and every situation are different, I doubt that anyone could read this book without thinking, "I could use this in my own business—and it would make a transformational difference." 1 of 1 people found the following review helpful. As a business owner, this is exactly the book I needed to read! By Jason Erickson I'm sitting at a top car dealership in Seattle as I write this. I've never been one to have my car serviced at the dealership, but after buying my car here, it just seemed right. I pay more, but for some reason, it doesn't matter to me. And I found this to be a real mystery. Until today... I just finished reading Micah Solomon's new book, *The Heart of Hospitality*. And now I know why I bring my car here. It's because of how they anticipate my questions and needs. How they are using the BUBL method as I wait in the lounge. How they have hire the right people (probably using the WETCO formula. Love his acronyms) and train them to strive to say "yes." (I could go on and on) Solomon's book opened my eyes to these seeming "unscripted and effortless" actions and how they can be quantified and measured to ensure an amazing customer experience. And he does this in an easy to read and memorable way with stories, examples, clear strategies and easy to remember acronyms. I'm a business owner myself and have always known this is an extremely important aspect of running a business, but I, for the most part, try my hardest hope for the best. Now I have a clear strategy that I am really excited to implement. Can't recommend this book high enough. 2 of 2 people found the following review helpful. *Hospitality Industry Needs this Book* By Georgia W. Eddleman This book is an enjoyable, interesting read. I have 30 years in Customer Service Leadership roles with top tier companies and I learned several actionable new ideas from this book. Micah Solomon brings his wit and insights together in a delightful manner. The information provided is well organized and logically presented. Unlike many other books about customer service, this one doesn't read like a textbook. It's a great balance between concepts and practical examples that bring those concepts to life. I can also say that while this book is focused on the hospitality industry, the principals here apply to just about any industry. I highly recommend this book.

The Heart of Hospitality is the essential guide to creating exceptional customer service and hospitality for guests of all generations, including Millennials, Boomers, and the Silent Generation. Created by leading customer service expert and Forbes.com contributor Micah Solomon, it features top hospitality professionals including Ritz-Carlton President/COO Herve Humler (foreword and multiple contributions), Danny Meyer (Union Square Hospitality Group CEO), Tom Colicchio (Craft Restaurants, Top Chef), Isadore Sharp (Four Seasons Chairman and Founder), Patrick O'Connell (Inn at Little Washington, Relais Chateaux), Auberge Resorts' Mark Harmon, and many others, the result is a hospitality management and customer service resource like no other.

Editorial s "Sooner or later, we're all in the hospitality business. I bet you'll find that Chapter 8 alone is worth the cost of the book." --Seth Godin, Author, *What to Do When It's Your Turn* "A spectacularly useful look at what determines success in the hospitality industry, packed with the insights of great leaders and practitioners from our industry, put together by Micah Solomon, one of today's preeminent thought leaders on where hospitality, customer service, and customers themselves are heading." --Herve Humler, President and COO, The Ritz-Carlton Hotel Company "At Virgin Hotels, we are building a new hotel experience—something that can only be done by learning lessons from the greats of our industry and understanding the needs and wants of today's consumers. In *The Heart of Hospitality*, Micah Solomon—one of the true thought leaders of the customer experience—has gathered unparalleled hospitality wisdom and distilled it in an incredibly readable and useful format. We were delighted to be part of this project and recommend it to any company or individual looking to grow within our industry." --Raul Leal, CEO, Virgin Hotels "In this groundbreaking new book, Micah Solomon manages to distill the wisdom of some of America's most enlightened hospitality professionals. He combines the power of their insights with his own refreshing point of view in a compelling narrative style that is concise and to the point. *The Heart of Hospitality* illustrates that ultimately it is the human connection that builds and sustains guest loyalty. This is an inspirational and useful book for anyone interested in customer satisfaction. Is there anyone who isn't?" --Patrick O'Connell, Chef/Proprietor, The Inn at Little Washington "An incredibly valuable look at the hospitality industry, hospitality management, and how to

succeed with today's (and tomorrow's) guests."--Sara Kearney, Vice President, Hyatt Hotels Corporation
"Micah Solomon has gathered all of the great hospitality industry heroes, hotel management practitioners and great restaurateurs together and pulled crucial hospitality management and business insights out of them. This is transformational to the reader who wants to thrive in the challenging world of hospitality and hospitality management." --Rupesh Patel
President and CEO, 3Hospitality
From the Author
Micah Solomon is one of the world's leading authorities on customer service, the customer experience, consumer trends, hospitality, and company culture. He is a consultant, keynote speaker, trainer, and training designer specializing in these subjects, as well as being a best-selling author and frequent contributor to [Forbes.com](#). His books have been translated into more than a half-dozen languages and are the recipients of multiple awards. Micah is a regular contributor to [Forbes.com](#) on the subjects of customer service and hospitality, and his expertise has been featured in [Inc.](#), [Magazine](#), [Bloomberg BusinessWeek](#), [ABC](#), [CBS](#), [NBC](#), and [Harvard Business](#). A business leader and entrepreneur himself, Micah built his own company into a market leader in the manufacturing and independent entertainment field, and he was also an early investor in the technology behind Apple's Siri. He would love to hear from you at micah@micahsolomon.com, (484) 343-5881, or via his website, micahsolomon.com

From the Inside Flap
From the foreword by