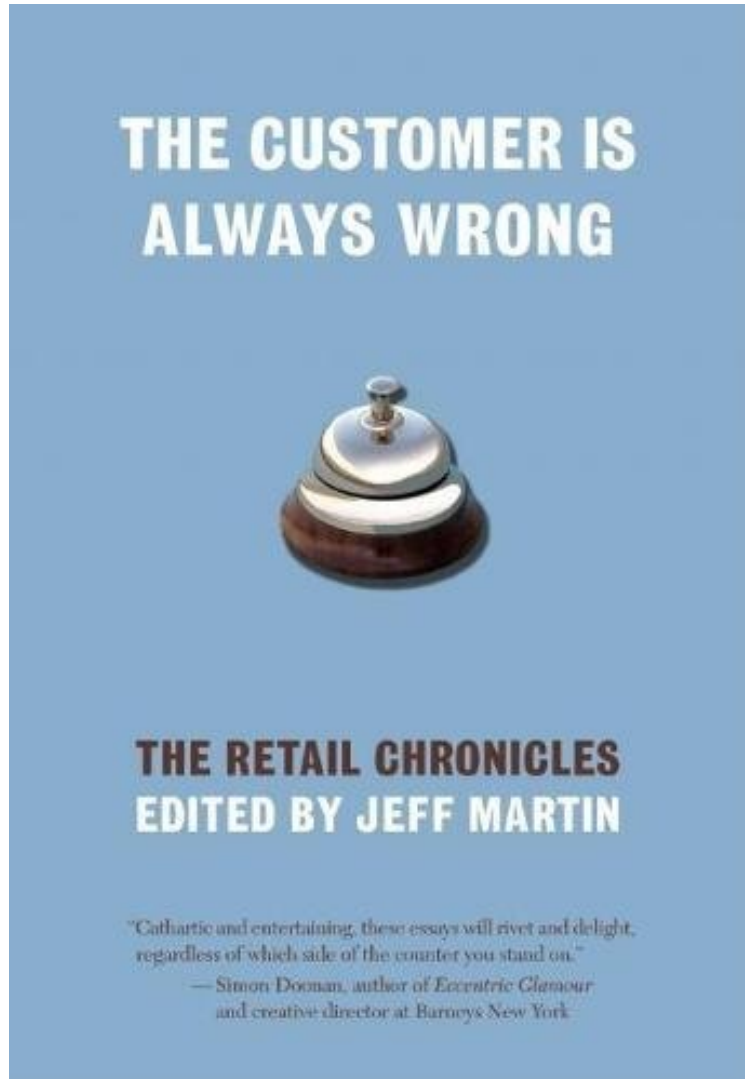


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The Customer Is Always Wrong: The Retail Chronicles

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From Brand: Soft Skull Press : The Customer Is Always Wrong: The Retail Chronicles before purchasing it in order to gage whether or not it would be worth my time, and all praised The Customer Is Always Wrong: The Retail Chronicles:

1 of 1 people found the following review helpful. Read, hey you, the customer! By desertwalker Working retail takes a special person. These stories are just the tip of the iceberg! Never as amusing at the time, but reading these stories remind me how I chose to make a difference being both customer and salesperson! Could only give 3 stars as stories, tho well told, could have gone further with insights and perhaps ideas of improving the customer service experience! 4 of 4 people found the following review helpful. Absolutely hilarious! By L. Brown This book is a must have for anyone

who has ever worked in retail. Every story with the exception of one had me rolling over in laughter. It's also a quick read and the stories are short and to the point. It also really leaves you questioning just basic human nature and knowing that whoever you are, you're o.k. Great book to give as a gift as well. 7 of 8 people found the following review helpful. Fun Series of Essays on Life in the Retail World By Frederick S. Goethel Often humorous, occasionally poignant and at all times all too real, this book is a collection of essays on life in the retail world. Many of us have been there, whether as full time employees out of college or as part time slaves during our high school and college years. Any of us who have performed the retail job duties will recognize many of these stories. I was laughing much of the time; almost cried a couple of times, but I enjoyed the book completely at all times. Don't let the fact that you have never worked in retail stop you from reading this book. You may learn a thing or two about life in the retail world and you may think twice before being snooty to those poor clerks behind the counters.

From mom-and-pop general stores to big-box, strip-mall chains, it is impossible to consider the American experience without thinking about the buying-and-selling retail culture: the sales and the stockrooms, the shift managers, and the clock punchers. *The Customer Is Always Wrong* is a tragicomic and all-too revealing collection of essays by writers who have done their time behind the counter and lived to tell their tales. Jim DeRogatis, author of *Let It Blurt*, for example, describes hanging out with Al himself at Al Rocky's Music Store, while Colson Whitehead explains how three summers at a Long Island ice cream store gave him a lifelong aversion to all things dessert-like. This book not only shines a light on the absurdities of retail culture but finds the delight in it as well.

From Publishers Weekly The mundane tasks and indignant exchanges with impossible customers are hilariously captured in this collection of personal essays by a cross-section of writers and humorists. Some, like a spa attendant's dishy tale, are spun with a catty flair and flirt with a mild contempt for frivolous consumers; others, like Wendy Spero's turn as a door-to-door knife seller, are outrageously funny and incorporate life lessons in the litany of humiliations. Breezy and occasionally creepy musings on everything from guilt over serving fattening Swedish pancakes to seniors to the horrors of working at Sears may provide some nostalgic chuckles and perhaps even some unpleasant flashbacks as this collection elevates retail selling to a rite of passage. Two stories in particular that have less to do with the frustrations of the job and more about the impact of the experience on future endeavors: Hollie Gillespie recounts her days as an industrious child entrepreneur and maintains her steadfast optimism in humanity, and the memories of writer and one-time drummer Jim DeRogatis, who passed the time—but never worked—in a local music store reveals the enduring influence of a mentoring shop owner and achieves true poignancy. (Sept.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "One more thing to give thanks for." --The Very Short List "The results are uniformly sardonic, touching, hilarious, uplifting and bizarre; in short: terrific! ...one really original take on retailing after another.... Kudos to Jeff Martin for compiling essays that so consistently fly readers to the moon."