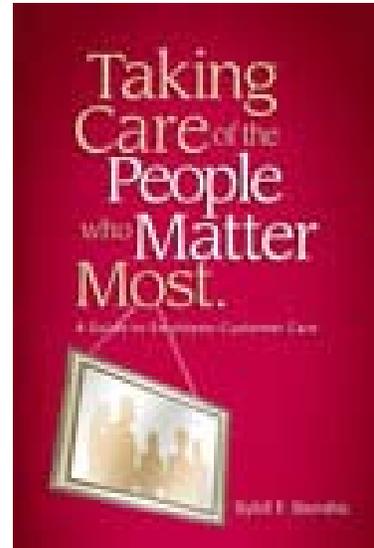


NEW BOOK HELPS ORGANIZATIONS IMPROVE EMPLOYEE-CUSTOMER RELATIONSHIPS

ROCHESTER, NY (October 17, 2007): WME Books today announced the release of its latest book, *Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care*. The author is Sybil F. Stershic, a nationally recognized internal marketing expert who specializes in employee and customer care.

“Employees play a critical role in maintaining and enhancing customer relationships and are truly the most powerful medium for conveying the brand to customers,” proclaims Stershic. “Yet, in many organizations that profess to be customer-focused, employees are often considered as an afterthought.”

Taking Care of the People Who Matter Most is a book about how managers, customer service leaders and HR professionals can create working environments that foster great employee happiness and motivate employees to achieve high levels of customer service.



Stershic, who has provided guidance to hundreds of businesses and non-profits over a three-decade period, includes numerous real-life examples of what successful companies are doing to engage their employees and create winning teams of employees and customers.

“My book,” says Stershic, “is really about how internal marketing programs should be focused on continually improving two types of relationships – one being the relationship *between* employees and customers, and the other the relationship *among* employees.

“A much needed reminder of the brand-building potential of employees,” states Bill McEwen, Global Practice Leader at the Gallup Organization. “A wealth of practical and sensible ideas,” cites Dr. Leonard Berry, Distinguished Professor of Marketing at Texas A&M University. “A must read,” says Stephen Brown, Executive Director for the Center for Services Leadership.

Taking Care of the People Who Matter Most is available for purchase through the WME Books’ Website at www.wmebooks.com or by calling 1-877-947-2665.

Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care

By Sybil F. Stershic

140 pages, \$21.95 soft cover

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