HIGH-TECH, HIGH-TOUCH CUSTOMER SERVICE

~Groundbreaking New Book Shows Businesses The Way to Build Profitable Customer Loyalty in Today’s Demanding New World of Commerce~

New York, NY – April 5, 2012 – Today's customers are a hard bunch to crack, and that’s where the May release of High-Tech, High-Touch Customer Service (AMACOM Books) comes to the rescue of today’s business leaders. Hands-on customer service and marketing strategist Micah Solomon reveals how companies can keep up with the demands and expectations of today's time-strapped, mobile, value-savvy, and socially engaged population.

In High-Tech, High-Touch Customer Service, bestselling author, strategist, and keynote speaker Solomon explains the new customer service and marketing realities for enchanting customers and turning them into true brand loyalists. At the same time, Solomon, a noted business leader, keynote speaker, and bestselling author, provides a refresher on all that is timeless and shouldn't be changed if you want your business to thrive in the long-term.

Whether yours is a venerable brand or an Internet startup, High-Tech, High-Touch Customer Service reveals how companies can turn casual 21st-century customers into fervent supporters who will champion a product or service far and wide – online and off.

High-Tech, High-Touch Customer Service delivers to its readers:

- Six major customer trends and what they mean for attracting and keeping 21st-century customers
- Eight unbreakable rules for social media customer interactions
- How to protect your company from online complainers and saboteurs on Yelp, Twitter, TripAdvisor, and other forums for user generated content
- The rising customer demand for self-service – and how to design it properly
- How to build a company culture that breeds stellar customer service

“It’s new world for business today in nearly every industry,” says author Micah Solomon. “In this age of smartphones, social media, and six-second attention spans, I guide business leaders to precisely where they need to be in order to enchant – and profit from – today’s new breed of 21st century customers.”

About Micah Solomon

MICAH SOLOMON, www.micahsolomon.com is a top strategist and keynote speaker on customer service, marketing, sales, and leadership in our digitally connected times. A well-known business leader, his most recent book is the bestselling *Exceptional Service, Exceptional Profit* (a winner of the prestigious Jack Covert Selection, which is chosen by the author of *The 100 Best Business Books of All Time.*)

*Inc. Magazine* called on Solomon in an expert capacity for their Customer Service Makeover and he is called on by *Entrepreneur, The Boston Globe, Los Angeles Times, Bloomberg BusinessWeek,* and other media outlets in similar roles. He has appeared and spoken on *Wall Street Journal Radio, Forbes.com, NBC* and *ABC* television programming, and elsewhere.

Solomon famously built up his company, Oasis Disc Manufacturing, from a one-man, one-room operation into a leader in the entertainment and technology industries, a story well known to readers of Seth Godin’s marketing bestseller *Purple Cow,* as well as *Fast Company,* and *Success* magazine. He was an early investor in MacSpeech, the Apple-related speech recognition startup. Solomon also is the creator and “Dean” of The College of The Customer (http://www.collegeofthecustomer.com), a resource and blog for business executives and managers.

About AMACOM Books

AMACOM is the book publishing division of the American Management Association. It publishes non-fiction books on business, management, training, customer service, and more.

*High-Tech, High-Touch Customer Service* is available through Amazon.com, Barnes and Noble, business book specialists 800-CEO-READ, and independent booksellers.

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