

Lynne Cunningham's
Book Review

I just read a great book that I think should be added to your Service Excellence Library.

Book	<i>212 – the extra degree</i>	
Author	Sam Parker and Mac Anderson	
Pillar of Excellence	Service	
Publisher's Book Description	212 ^o the extra degree is an inspiring book that focuses on the essential fundamental of effort-- the primary fundamental that feeds all others. Its purpose is to inspire the extra level of effort that produces exponential results. Let 212 become a part of everyone's vocabulary-- a way to say "go get 'em" and a way to say "great work" -- a tagline as powerful as some of the world's most successful brands but one you can implement with your most valuable asset -- your people.	
LC Review	A very inspirational little book with a great video included. The video is a great companion for any discussion of Good to Great.	
Page	<i>Lynne suggests that you pay special attention to her favorite quote from the book.</i>	
49	Service is the lifeblood of any organization. Everything flows from it and is nourished by it. Customer serve is not a department . . . it's an attitude.	
Overall rating	Excellent – very inspirational	
Publisher and Year Published	Simple Truths	2006
Price	\$9.95	Discounted on www.amazon.com
Recommended by	The DCIDS Tennessee Donor Services leadership team	Is book available as an audio book?

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