

**New York Times BESTSELLER**

# SINGAPORE IS DISTINGUISHED BY UPLIFTING SERVICE

The Proven Path *to Delighting Your Customers, Colleagues, and Everyone Else You Meet*

## THE MOMENT

Singapore has become a leading service destination by continuously improving our efficiency and excellence in service. For years, we have emulated global best practices and made them our own. Today, we must continue improving service while *uplifting* the spirit of service nationwide.

We are committed to creating a truly uplifted Singapore, with every person serving and encouraging, improving customer experience, increasing the country's success, and contributing to the local and global community.

## THE BOOK

*Uplifting Service* features leaders and organizations based in Singapore and showcases Singapore's service leadership across industries and around the world. This *New York Times* bestselling book takes readers on a journey to discover new possibilities in service through dynamic case studies and perspective-changing insights.

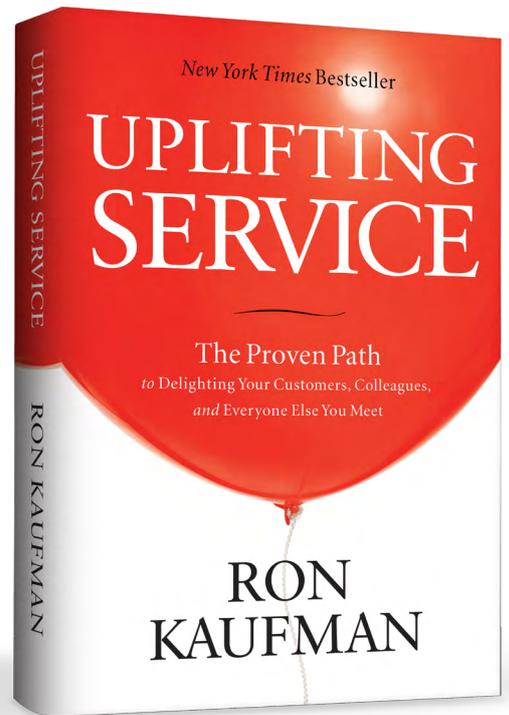
*Uplifting Service* will surprise, delight and uplift every organization, team, and individual. Inside is a proven path to service transformation including the rationale, strategy, and action steps to build a sustainable service culture.

## THE AUTHOR

Ron Kaufman is a global consultant, speaker and educator who specializes in building service cultures in the world's largest and most respected organizations. Based in Singapore for more than 20 years, Ron has worked closely with Singapore Airlines, Changi Airport, Raffles Hotel, Marina Bay Sands, NTUC Income, and many government agencies. Ron is a regular contributor to *Bloomberg Businessweek* and has been featured in the *New York Times*, *Wall Street Journal*, *USA Today*, and *LIFE magazine*. He is the founder of *UP! Your Service*, a service education and management consultancy firm with headquarters in Singapore and representative offices around the world.

## THE INVITATION

You are invited to join this Singapore-based initiative; service leaders, service providers, leading organizations, and government agencies working together to create Singapore – Our Country – Distinguished by *Uplifting Service*.



“Ron Kaufman has unlocked the mystery of service.”

Marshall Goldsmith  
Bestselling Author of  
*What Got You Here Won't Get You There*



Price : S\$29.70 (incl GST)  
Publisher : Evolve Publishing  
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