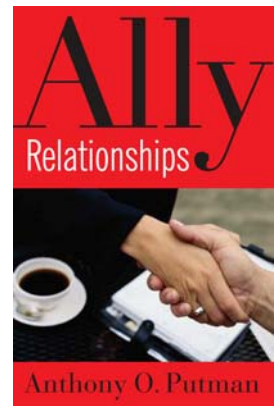




BURNS PARK  
PUBLISHERS

P.O. Box 4239  
Ann Arbor MI 48106  
www.burnsparkpublishers.com  
734.663.5435



Review of:  
*Ally Relationships: The Key to Sustained Success for Your Service Business*  
Midwest Book Review  
January 5, 2008

**Excerpt: “Highly recommended for service industry leaders everywhere, whether the business they lead is a one-man show or a big corporation.”**

Full Review:

Ally Relationships  
Anthony O. Putman  
Burns Park Publishers  
PO Box 4239, Ann Arbor, MI 48106  
9780977228607, \$24.95

Author Anthony O. Putman has spent over thirty years helping the leaders of service businesses seize a competitive advantage in the marketplace. *Ally Relationships: The Key to Sustained Success for Your Service Business* distills his wisdom for service business leaders with a solid base of clientele. In today's modern world, providing excellent service is no longer enough to set one's business apart; "your most valuable asset is the inclination of your market to buy from you instead of your equally qualified competitors". Whether it's called "goodwill", "customer loyalty", or "sustainable competitive advantage", this quality is crucial. *Ally Relationships* stress that while it's impossible to differentiate the service one provides from that of equally qualified competitors, the relationship between service business and customer can be differentiated, and skillfully honing these relationships is the key to success. From learning how to construct give-and-take dialogues with allies rather than drill them with interview questions, to learning how to listen effectively, *Ally Relationships* is a step-by-step primer to changing how one perceives and interacts with clients in order to cultivate positive relationships and repeat business. Highly recommended for service industry leaders everywhere, whether the business they lead is a one-man show or a big corporation.

*Ally Relationships: The Key to Sustained Success for Your Service Business* Anthony O. Putman is published by Burns Park Publishers – publication date November 2007. Hardcover, \$24.95, it is distributed to the trade by Biblio Distribution and available directly from the publisher at [www.burnsparkpublishers.com](http://www.burnsparkpublishers.com).