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The framework of Michelli's narrative is based on Ritz-Carlton's five principles that any organization (regardless of its size or nature) can establish and then sustain, creating a "gold standard" of its own: define core values and refine by leveraging continuous improvement; empower people with authority as well as responsibility through trust in their ability and eagerness to live The Motto; "It's not about you" (i.e. focus on serving associates as well as guests); deliver WOW!

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