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In 2014 his career and life became the subject of a book published in the UK and titled The Diego Masciaga Way: Lessons from the Master of Customer Service. Chris Parker , an influential English communication expert, illustrated Masciaga 's long career at the famous restaurant, and his legendary figure in the international hospitality and restaurant scene.

### **A tribute to Diego Masciaga, a Master of hospitality**

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### **The Diego Masciaga Way: Lessons from the Master of ...**

Diego's customer service knowledge and advice has proved inspirational for thousands in the hospitality and catering industry. Written by Chris Parker, an expert in communications and influence, The Diego Masciaga Way explains Diego's philosophy and his very practical approach to understanding, creating and, more importantly, maintaining exceptional customer service.

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### **The Diego Masciaga Way: Lessons from the Master of ...**

The Diego Masciaga Way: Lessons from the Master of Customer Service by Chris Parker Diego Masciaga has worked for over twenty five years as the Director and Restaurant Manager of The Waterside Inn, one of the most well-known and influential restaurants in the world, serving global leaders, royalty and film stars.

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Diego shares with audiences 'the Diego Masciaga way of Service' which is the result of the skilled understanding of every individual customer and the on-going recognition of and speedy response to their ever-changing needs, combined with the application of technical skills and the management of environments and atmosphere.

## **Diego Masciaga - CSA Celebrity Speakers**

Perhaps it is apt that The Diego Masciaga Way has been written by a customer of The Waterside, however more importantly by an academic experienced in performance, communication and influencing skills - Chris Parker is currently principal lecturer in Sport and Leisure Management at Nottingham Trent University.

## **Diego Masciaga: The Diego Masciaga Way | Fine Dining Guide**

Diego shares with audiences 'the Diego Masciaga way of Service' which is the result of the skilled

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understanding of every individual customer and the on-going recognition of and speedy response to their ever-changing needs, combined with the application of technical skills and the management of environments and atmosphere.

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