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| Autore | Lehning, Arthur |
| Titolo | Marxismo e anarchismo nella rivoluzione russa / Arthur Lehning ; traduzione di A. Leo Pino |
| Pubbl/distr/stampa | Cesena : L'Antistato, 1973 |
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| Autore | Pupo Raul |
| Titolo | America's service meltdown : restoring service excellence in the age of the customer // Raul Pupo |
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| Nota di contenuto | Intro -- America's Service Meltdown: Restoring Service Excellence in the Age of the Customer -- Contents -- Preface -- Introduction -- I. Leadership from the Top -- Leadership in the Service and Information Age -- Buggy-Whip Accounting Is Obsolete -- Industrial-Age Myopia Is |

Not Dead by a Long Shot -- What to Look for in a Customer-Focused Leader -- Where to Find a Customer-Focused Leader? -- What Customer-Focused Leaders Must Do -- A Customer Focus versus a Blurred Vision -- The Principal Leadership Challenge: Overcoming Inertia -- Streamlining the Organization for a Customer Focus -- Leaders Must Live Their Own Mandate -- The Greatest Service Story Ever Told -- Coming Full Circle -- II. A Customer Focus Trumps All Other Strategies -- The Winds of Change Favor the Customer -- Strategic Planning Cannot Yield Strategy -- Strategic Planning Is All about Control -- Finding the Customer's Voice -- Customer Survey Design and Administration -- Bring in the Planners -- No Customer, No Strategy -- Ignoring the Customer Is Fraught with Peril -- III. The Service Ethic -- What Is Ethical Behavior? -- Ethics in Business -- Regulation Is Not a Proxy for Ethical Behavior -- The Service Ethic in Action -- Service Is a Non-Zero-Sum Game -- Customers Are First -- Quality as an Ethical Standard -- Service: Quality versus Quantity -- Customers as Partners -- A Partnership Can Be Sabotaged by Legalisms -- Communication: A Key Weapon of the Ethical Provider -- Customers from Hell! -- Service Is Not Surrender -- Is This the End of Personal Service? -- IV. Power to the Front Line -- Frontline Skills That Make a Difference -- Vetting the Frontline Worker's Background -- Aligning Frontline Performance to the Service Ethic -- Supporting the Front Line with Education and Training -- Deploying Computer Systems That Inform the Front Line.

Business to Business: Enter Service Management -- The Customer Account Manager -- Account Manager in Name Only -- Service Leverage Comes from the Front Line -- Everyone Works for the Customer -- V. Musings on the Economics of Service -- Service as a Differentiating Strategy -- Customer Satisfaction and Profitability -- Service Quality, Value, and Price -- Quo Vadis Customer Satisfaction? -- Survey, Survey, Survey -- Customer Satisfaction versus Customer Loyalty -- J. D. Power, Where Have You Been? -- Considerations in Customer Acquisition and Retention -- Don't Fire That Customer-Yet! -- Poor Service Places a Heavy Tax on Business -- Purchasing as a Competitive Sport -- Auctions in Reverse -- Outsourcing: Improved Service or Economy? -- What's Service Got to Do with It? -- Epilogue -- Notes -- Index.

Sommario/riassunto

In this book, an entrepreneur and CEO of a major technology company shares original service concepts that will enable any company to keep customers coming back. What distinguishes America's Service Meltdown: Restoring Service Excellence in the Age of the Customer is its striking originality and applicability to businesses of nearly every type and size. Based on the author's extensive personal and professional experience, the book offers a straightforward, no nonsense model that clearly explains how to organize the modern enterprise for the delivery of service excellence. Customer-oriented companies can operate more effectively, Raul Pupo argues, by focusing on the critical success factors of service: leadership that unequivocally believes they are in business to serve the customer; a business-planning process centered around the customer; an organizational ethic of service up and down the ranks; and an empowered, motivated, and competent frontline organization. Readers will discover what it takes to serve customers superbly, how excellent customer service profoundly improves profitability, and how to identify the biggest obstacles to good service. Most importantly, they will be rewarded with concrete instructions that will enable them to deliver topnotch customer service every step of the way.
