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Titolo	Customer-centricity the new path to product innovation and profitability // Josep F. Valls Gimenez
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ISBN	1-5275-1913-9
Descrizione fisica	1 online resource (vi, 150 pages)
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Soggetti	New products Technological innovations Customer relations
Lingua di pubblicazione	Inglese
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Nota di contenuto	Intro -- Table of Contents -- Acknowledgements -- Introduction -- Part I -- Chapter One -- Chapter Two -- Chapter Three -- Chapter Four -- Part II -- Chapter Five -- Part III -- Chapter Six -- Chapter Seven -- Part IV -- Chapter Eight -- Part V -- Chapter Nine -- Bibliography.
Sommario/riassunto	The empowered customer is here to stay. With a low tolerance for subpar experiences, they have no qualms in switching brands if disappointed, and expect companies to provide offers that are personally relevant to them. This realisation has led enterprises to revamp their business strategies to meet the high expectations of these savvy and hyper-connected consumers. This requires a 360 degree customer-centric approach--fuelled by big data--that attempts to understand customer problems and deliver timely solutions. The ability to use customer journey mapping and real-time analytics to unlock actionable insights can provide a competitive edge. Knowledge about shifts in customer behaviour, preferred channels or social media sentiment helps companies to respond proactively and with the right message.The digital transformation snake framework presented in this book examines the socio-economic changes and digital trends that are reshaping consumption, and what they portend for the future. It is

complemented by an analysis of the new skills and workforce models, as well as the business models needed to succeed in the age of digital disruption.

2. Record Nr.	UNINA9910145286803321
Titolo	A companion to modern British and Irish drama, 1880-2005 // edited by Mary Luckhurst
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and Ireland: The Testimony of Irish Theatre; 2 Reinventing England; 3 Ibsen in the English Theatre in the Fin de Siecle; 4 New Woman Drama; Part II Mapping New Ground, 1900-1939; 5 Shaw among the Artists; 6 Granville Barker and the Court Dramatists; 7 Gregory, Yeats and Ireland's Abbey Theatre; 8 Suffrage Theatre: Community Activism and Political Commitment; 9 Unlocking Synge Today
10 Sean O'Casey's Powerful Fireworks
11 Auden and Eliot: Theatres of the Thirties; Part III England, Class and Empire, 1939-1990; 12 Empire and Class in the Theatre of John Arden and Margaretta D'Arcy; 13 When Was the Golden Age? Narratives of Loss and Decline: John Osborne, Arnold Wesker and Rodney Ackland; 14 A Commercial Success: Women Playwrights in the 1950s; 15 Home Thoughts from Abroad: Mustapha Matura; 16 The Remains of the British Empire: The Plays of Winsome Pinnock; Part IV Comedy; 17 Wilde's Comedies; 18 Always Acting: Noel Coward and the Performing Self; 19 Beckett's Divine Comedy
20 Form and Ethics in the Comedies of Brendan Behan
21 Joe Orton: Anger, Artifice and Absurdity; 22 Alan Ayckbourn: Experiments in Comedy; 23 'They Both Add up to Me': The Logic of Tom Stoppard's Dialogic Comedy; 24 Stewart Parker's Comedy of Terrors; Part V War and Terror; 25 A Wounded Stage: Drama and World War I; 26 Staging 'the Holocaust' in England; 27 Troubling Perspectives: Northern Ireland, the 'Troubles' and Drama; 28 On War: Charles Wood's Military Conscience; 29 Torture in the Plays of Harold Pinter; 30 Sarah Kane: From Terror to Trauma; Part VI Theatre since 1968
31 Theatre since 1968
32 Lesbian and Gay Theatre: All Queer on the West End Front; 33 Edward Bond: Maker of Myths; 34 John McGrath and Popular Political Theatre; 35 David Hare and Political Playwriting: Between the Third Way and the Permanent Way; 36 Left in Front: David Edgar's Political Theatre; 37 Liz Lochhead: Writer and Re-Writer: Stories, Ancient and Modern; 38 'Spirits that Have Become Mean and Broken': Tom Murphy and the 'Famine' of Modern Ireland; 39 Caryl Churchill: Feeling Global; 40 Howard Barker and the Theatre of Catastrophe; 41 Reading History in the Plays of Brian Friel
42 Marina Carr: Violence and Destruction: Language, Space and Landscape
43 Scrubbing up Nice? Tony Harrison's Stagings of the Past; 44 The Question of Multiculturalism: The Plays of Roy Williams; 45 Ed Thomas: Jazz Pictures in the Gaps of Language; 46 Theatre and Technology; Index

Sommario/riassunto

This wide-ranging Companion to Modern British and Irish Drama offers challenging analyses of a range of plays in their political contexts. It explores the cultural, social, economic and institutional agendas that readers need to engage with in order to appreciate modern theatre in all its complexity. An authoritative guide to modern British and Irish drama. Engages with theoretical discourses challenging a canon that has privileged London as well as white English males and realism. Topics covered include: national, regional and fringe theatres; post-colonial stages and
