

1. Record Nr.	UNINA9910146114303321
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Titolo	Customer genius [[electronic resource]] : becoming a customer-centric business // Peter Fisk
Pubbl/distr/stampa	Chichester, : Capstone Publishing, c2009
ISBN	1-906465-57-6 1-907293-38-8 9786612042515 1-282-04251-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (408 p.)
Disciplina	658.8/12 658.812
Soggetti	Customer relations Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""Customer Genius: Becoming a customer-centric business""; ""Part 1: The customer world""; ""Track 1: Hello!""; ""Track 2: My world a€? people and their passions""; ""Track 3: My agenda a€? what matters most to me""; ""Track 4: My terms a€? power to the people""; ""Track 5: My business a€? the customer business""; ""Part 2: The customer business""; ""Dimension 1: Customer vision""; ""Dimension 2: Customer strategy""; ""Dimension 3: Customer insights""; ""Dimension 4: Customer propositions""; ""Dimension 5: Customer solutions""; ""Dimension 6: Customer connections"" ""Dimension 7: Customer experiences""""Dimension 8: Customer service""; ""Dimension 9: Customer relationships""; ""Dimension 10: Customer performance""; ""Part 3: The customer champions""; ""Track 6: Leadership a€? leading a customer revolution""; ""Track 7: Culture a €? creating passion in people""; ""Track 8: Transformation a€? the journey to customer-centricity""; ""Appendix: The Genius Lab""; ""Credits""; ""About the author""; ""Index""

