

1. Record Nr.	UNINA9910158565103321
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Titolo	Digital sense : the common sense approach to effectively blending social business strategy, marketing technology, and customer experience // Travis Wright, Chris J. Snook
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2017 ©2017
ISBN	1-119-29174-7 1-119-29171-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (307 pages) : illustrations (some color)
Disciplina	658.8/72
Soggetti	Internet marketing Internet advertising Digital media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Compete in the digital world with pragmatic strategies for success Digital Sense provides a complete playbook for organizations seeking a more engaged customer experience strategy. By reorganizing sales and marketing to compete in today's digital-first, omni-channel environment, you gain newfound talent and knowledge from the resources already at hand. This book provides two pragmatic frameworks for implementing and customizing a new marketing operating system at any size organization, with step-by-step roadmaps for optimizing your customer experience to gain a competitive advantage. The Experience Marketing Framework and the Social Business Strategy Framework break down proven methods for exceeding the expectations customers form throughout the entirety of the buying journey. Customizable for any industry, sector, or scale, these frameworks can help your organization leap to the front of the line. The evolution of marketing and sales demands a revolution in business strategy, but realizing the irrelevance of traditional methods doesn't necessarily mean knowing what comes next. This book shows

you how to compete in today's market, with real-world frameworks for implementation. Optimize competitive advantage and customer experience Map strategy back to business objectives Engage customers with a pragmatic, proven marketing system Reorganize sales and marketing to fill talent and knowledge gaps Today's customer is savvy, with more options than ever before. It's critical to meet them where they are, and engagement is the cornerstone of any cohesive, effective strategy. The technological revolution has opened many doors for marketing and sales, but the key is knowing what lies behind each one—what works for your competitor may not be right for you. Digital Sense cuts through the crosstalk and confusion to give you a solid strategy for success.

2. Record Nr.	UNINA9910891856903321
Titolo	Geschäftsbericht der Elektrizitätswerke der Hansestadt Köln : für d. Jahr vom ... bis .
Pubbl/distr/stampa	Köln, : Universitäts- und Stadtbibliothek, 2019
Descrizione fisica	Online-Ressource
Disciplina	330
Soggetti	Zeitschrift
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Digitalisiert von: Köln : Universitäts- und Stadtbibliothek, 2019 Mehr nicht digitalisiert Reproduktion
