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Autore	Schuster Camille Passler <1950-, >
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Nota di contenuto	Rationale -- Elements of the consumer-centric business paradigm -- Collaborative business processes -- Real world applications.
Sommario/riassunto	?The customer is the only one who can fire all of us.? -Sam Walton Doing business in today's economy and surviving requires a new paradigm. Who are at the center of this new approach to doing business? CONSUMERS. Historically, power struggles have raged between suppliers and distributors. Recently, both parties awakened to the fact that neither of them has the ultimate power . . . it now resides solely with the consumer. This valuable book describes what demassification of the consumer market means and will show you how? and why?businesses must adapt to succeed. H