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Titolo	Anticipate [[electronic resource]] : know what your customers want before they do // Bill Thomas, Jeff Tobe
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Altri autori (Persone)	TobeJeff
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Strategy: creating and destroying customer value -- Doing the right things for the wrong reasons -- Not all customers are good customers -- When customers speak who hears them? -- Input is vital but involvement multiplies the value -- It takes two -- Customer focus is a process, not an event -- Culture, the soft stuff is the hard stuff -- Managing change, performance & talent -- Leveraging your culture and value chain.
Sommario/riassunto	Design and implement the ideal customer focus Anticipate provides business readers with a practical how-to approach for taking their customer-supplier relationship to one that is more sustainable and more mutually profitable. Much of the discussion on customer experience has centered on the hospitality or retail industries and has showcased the discrete techniques organizations use to deliver better service and create more satisfied customers. Anticipate extends and integrates those techniques to deliver an end-to-end customer experience that can be applie