

1. Record Nr.	UNINA9910462205603321
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Titolo	Superior customer value : strategies for winning and retaining customers // Art Weinstein
Pubbl/distr/stampa	Boca Raton, Fla. : , : CRC Press, , 2012
ISBN	0-429-24863-6 1-4398-9840-5 1-4398-6129-3
Edizione	[Third edition.]
Descrizione fisica	1 online resource (313 p.)
Disciplina	658.8/12
Soggetti	Customer services - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Front Cover; Contents; Preface; Acknowledgments; About the Author; Chapter 1: Customers Want Exceptional Value!; Chapter 2: Be Customer Driven and Market Driving; Chapter 3: Process Management-Best Practices; Chapter 4: Building a Winning Business Model and Value Proposition; Chapter 5: Service and Quality-The Core Offering; Chapter 6: Price and Image-The Communicators; Chapter 7: E-Commerce-Opportunities in Marketspace; Chapter 8: Integrated Marketing Communications and Social Media; Chapter 9: Creating Value through Relationship Marketing; Chapter 10: Customer Loyalty and Retention Chapter 11: Customer Value MetricsNotes; Appendix: Analyzing Business Situations-The Customer-Value Funnel Approach; Back Cover
Sommario/riassunto	Customer Value-The Building BlocksCustomers Want Exceptional Value! Be Customer Driven and Market DrivingProcess Management-Best PracticesDesigning a Successful Customer StrategyBuilding a Winning Business Model and Value PropositionService and Quality-The Core OfferingPrice and Image-The CommunicatorsExcelling in the Marketspacee-Commerce-Opportunities in MarketspaceIntegrated Marketing Communications and Social MediaRetaining Customers-Analysis and StrategyCreating Value through Relationship MarketingCustomer Loyalty and RetentionCustomer Value

