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| Nota di contenuto       | Build for Change: Revolutionizing Customer Engagement Through Continuous Digital Innovation; Copyright; Contents; Foreword; Acknowledgments; Chapter 1: Customerpocalypse; Great Expectations; It Is So Easy to Lose Customers; An Ominous Future; Are You Provoking Your Customers?; Welcome to the Nightmare; "Don't Sell to Me!"; Anthropomorphism; "I Want to Be the Discoverer!"; Chapter 2: Death by Data; Big Data, Bigger Problem; Autopsy of the "Customer Service Movement"; Data Is Only Memory; Data Suicide; Creepy Data Gathering; Getting beyond Data; Chapter 3: Adding Judgment and Desire Data in ContextFrom Black-and-White to Color; Adding Judgment to the Mix; Bringing Smart to Big; The Power of Hypothesis; Next-Best-Action; Adaptive Learning; Organizing Your Insights; Feedback Loops; Intent Goes Both Ways; Chapter 4: Getting It Done with Customer Processes; The Best Execution for Every Customer Interaction; First Impressions; Seamless Customer Processes; Getting beyond Business Process Modeling; Crossing Lines; Building for Change; A High-Definition Panorama; Chapter 5: Change How You Think about Technology; The Business-IT Collision; How Computer Programming Became a Mess |

Traditional DevelopmentZombie Systems; Manual Systems; Rogue Systems; Shadow IT; Mind the Gap?; The Desperation Bandwagon; Agile Programming to the Rescue?; Ready to Change?; Chapter 6: Liberating Your Organization; Hybrid Vigor for Business and IT; Break the Grips of Channels and Silos; Realign Executive Leadership; Redesign the Role of Customer Service; Rewire the CFO Function; Chapter 7: You Are Your Software-The Digital Imperative; Core Principles for Survival; Democratize How You Do Technology; Think in Layers; Use Analytics to Optimize Continually; From Dream to Reality  
Growing PressureYour Next Steps; Beyond the Twilight of the Brands; Notes; Index

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#### Sommario/riassunto

Many companies across the globe will suffer over the next few years as there is an emerging generation of customers who hate doing business with them. Trefler calls this real and imminent threat the Customer Apocalypse. He argues that the connected consumer is giving birth to a new generation of customer who are blowing up the very notion of customer relationship management. They're not interested in a relationship, and they won't be managed. This customer expects to be in control rather than to be controlled, and they want to discover your product or service on their own, and so

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