

1. Record Nr.	UNINA9910465346003321
Autore	Malhotra Naresh K.
Titolo	Relationship marketing re-imagined : marketing's inevitable shift from exchanges to value cocreating relationships / / Naresh K. Malhotra, Can Uslay, and Ahmet Bayraktar
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-434-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (xii, 162 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.812
Soggetti	Relationship marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 135-157) and index.
Nota di contenuto	1. Introduction -- 2. What is relationship marketing? -- 3. B2B relationship marketing -- 4. B2C relationship marketing -- 5. Internal relationship marketing -- 6. Building brand equity through relationship marketing -- 7. Customer relationship management analytics -- 8. Future of relationship marketing -- Notes -- References -- Index.
Sommario/riassunto	Marketing is arguably amidst a paradigm shift. Marketing orientation is shifting away from creating exchanges (sales) to creating value (satisfaction) and relationships (cocreating value). Ultimately, the main objective of all marketing activities is value creation. In vast majority of cases, value is cocreated by several agents, especially the marketers and customers. From a value cocreation perspective, a single transaction can blossom to a process in which the customer and the marketer collaborate (rather than negotiate) for best total value through products, features, delivery terms, maintenance, and financing options for both business-to-business (B2B) as well as business-to-consumer (B2C) markets. Marketers increasingly need to develop and maintain long-term, win-win relationships with customers, distributors, dealers, suppliers, competitors, and other external influencers such as governments, media, nonprofit organizations, and pressure groups. In this book, we advocate an approach for managing customer relationships based on the use of the customer lifetime value

(CLV) metric. Our premise is that measuring and maximizing CLV benefits not only marketers but also customers in measurable and concrete ways. However, in order to fully unlock the potential of the CLV metrics, it is instructive to be exposed to the history and conceptualization of relationship marketing, its three main types (B2B, B2C, and internal), and the nature of loyalty and rewards programs. We conclude with a discussion on the future of relationship marketing and the frontiers of value cocreation. Cases that illustrate the essence of each chapter along with key points to ponder and take-aways are presented therein.

2. Record Nr.

Autore

Titolo

Pubbl/distr/stampa

UNISALENT0991003020599707536

Carcopino, Jérôme

La basilique pythagoricienne de la Porte Majeure / Jérôme Carcopino

Paris : L'artisan du livre, 1926

Descrizione fisica

414 p., [18] c. di tav., [1] c. di tav. ripieg. : ill. ; 19 cm

Collana

Etudes romaines ; 1

Lingua di pubblicazione

Francese

Formato

Materiale a stampa

Livello bibliografico

Monografia

3. Record Nr.	UNISA996210751703316
Titolo	16th International Conference on Computer Animation and Social Agents
Pubbl/distr/stampa	[Place of publication not identified], : IEEE Computer Society Press, 2003
Descrizione fisica	1 online resource (186 p.)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Sommario/riassunto	CASA 2003, the newly renamed Computer Animation conference, covers research and development of animation systems, animated 3D characters, virtual humans and autonomous beings that span a wide range of applications. The topics of this year's papers span many areas of agent modeling and animation systems and clearly demonstrate a growing interest in this area.

4. Record Nr.	UNINA9910795765903321
Autore	Dobranski Stephen B.
Titolo	Reading John Milton : how to persist in troubled times / / Stephen B. Dobranski
Pubbl/distr/stampa	Stanford, CA : , : Stanford University Press, , [2022] ©2022
ISBN	9781503633308 1-5036-3330-6 9781503632707
Edizione	[First edition.]
Descrizione fisica	xxiii, 302 pages : illustrations ; 24 cm
Disciplina	821.4
Soggetti	Poets, English - Early modern, 1500-1700
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The power of language : "These defenseless doors" -- Personal loss : "Weep no more" -- Combating injustice : "Need not Kings to make them happy" -- Physical suffering : "Only stand and wait" -- Free speech : "Precious lifeblood" -- Arrogance : "Pride and worse ambition" -- Forgiveness : "Hand in hand with wand'ring steps" -- Resisting temptation : "He who reigns within himself" -- Doubt : "Strenuous liberty" -- Surviving disaster : "By small / Accomplishing great things" -- Epilogue.
Sommario/riassunto	"A captivating biography that celebrates the audacious, inspiring life and works of John Milton, revealing how he speaks to our times. John Milton is unrivalled--for the music of his verse and the breadth of his learning. In this brisk, topical, and inspiring biography, Stephen B. Dobranski brushes the scholarly dust from the portrait of the artist to reveal Milton's essential humanity and his unwavering commitment to ideals--freedom of religion and the right and responsibility of all persons to think for themselves--that are still relevant and necessary in our times. Milton's epic poem, <i>Paradise Lost</i> , is considered by many to be English poetry's masterpiece. Samuel Johnson, not one for effusive praise, claimed that "from his books alone the Art of English Poetry might be learned." But, Milton's renown rests on more than his artistic

achievements. In a time of convulsive political turmoil, he justified the killing of a king, pioneered free speech, and publicly defended divorce. He was, in short, an iconoclast, an independent, even revolutionary, thinker. He was also an imperfect man--acrimonious, sometimes mean. Above all, he understood adversity. Afflicted by blindness, illness, and political imprisonment, Milton always sought to "bear up and steer right onward" through life's hardships. Dobranski looks beyond Milton's academic standing, beyond his reputation as a dour and devout purist, to reveal the ongoing power of his works and the dauntless courage that he both wrote about and exemplified"--
