

1. Record Nr.	UNINA9910466108903321
Autore	Joshi Atul
Titolo	Winning a billion consumers : a disruptive approach for success in India // Atul Joshi
Pubbl/distr/stampa	New Delhi, India : , : Sage, , 2016 ©2016
ISBN	93-5150-558-8
Descrizione fisica	1 online resource (281 p.)
Disciplina	658.00954
Soggetti	Management - India Customer relations - India Strategic planning - India Social responsibility of business - India Success in business - India Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Contents ; Foreword ; Preface ; Acknowledgments ; PART I THE LAST MILE A STRATEGIC DIFFERENTIATOR; 1 Winning in a Billion Consumer Market; 2 Cracking the Da Vinci Code; PART II REVITALIZING THE LAST MILE TOOLS AND FRAMEWORKS; 3 The Five Knots of the Last Mile; 4 Sextant Arcs of Turbonators; 5 The Revenue Turbine ; PART III DELIVERING THE LAST MILE MISSION CRITICAL(S); 6 Zero Calorie Value Chains; 7 Customer Capital in the Times of the Millennial Generation ; 8 Man and Machine, Not Man or Machine; 9 Swarm Intelligence: The Execution Supremacy ; 10 Epilogue ; Index ; About the Author
Sommario/riassunto	A disruptive approach to successfully create and capture the "undiminished" potential of a billion plus consumer market.