

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
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Descrizione fisica	1 online resource (xii, 162 pages)
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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

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Gilboa, Itzhak

Theory of decision under uncertainty / Itzhak Gilboa

Cambridge ; New York : Cambridge University Press, 2009

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Econometric Society monographs ; 4

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Inglese

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Monografia

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3. Record Nr.	UNINA9910522562403321
Titolo	Artificial Intelligence and Its Discontents : Critiques from the Social Sciences and Humanities // edited by Ariane Hanemaayer
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030886158 9783030886141
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (283 pages)
Collana	Social and Cultural Studies of Robots and AI, , 2523-8531
Disciplina	303.4834
Soggetti	Science - Social aspects Human geography Culture Digital humanities Social sciences - Data processing Technology History Science and Technology Studies Human Geography Sociology of Culture Digital Humanities Computer Application in Social and Behavioral Sciences History of Technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Introduction: Critical Insights: Bringing the social sciences and humanities to AI -- Section I: Posthumanism -- Chapter 2: Virtually Grown Up: Artificial Intelligence in Youth Fiction -- Chapter 3: The Feminized Robot: Labour and Harawayan Afterlives -- Section II: Human values -- Chapter 4: AI's fast and furtive spread by infusion into technologies that are already in use - a critical assessment -- Chapter 5: Dumbwaiters & Smartphones: The Responsibility of Intelligence -- Section III: Media and Language -- Chapter 6: Artificial Intelligence: a

medium that hides its nature -- Chapter 7: Gender Bias in Machine Translation Systems -- Section IV: Governance -- Chapter 8: Not Anytime Soon: The clinical translation of nanorobots -- Chapter 9: Controversial Covid-19 contact-tracing app in India: digital self-defence, governance and surveillance -- Chapter 10: Intelligent Justice': AI Implementations in China's Legal Systems -- Section V: Resistance -- Chapter 11: Artificial Intelligence between Oppression and Resistance: Black Feminist Perspectives on Emerging Technologies -- Chapter 12: AI Ruined the Internet - and Everything Else: A manifesto -- Index.

Sommario/riassunto

This book answer this below question by drawing on a range of critical approaches across the social sciences and humanities, including posthumanism, ethics and human values, media and communications, linguistics, governance and justice studies, surveillance studies, Black feminism, and social and political resistance. On what basis can we challenge Artificial Intelligence (AI)-its infusion, investment, and implementation across the globe? . The authors analyse timely topics, including bias and language processing, responsibility and machine learning, COVID-19 and AI in health technologies, bio-AI and nanotechnology, digit ethics, AI and the gig economy, and representations of AI in literature and culture. This book is for those who are currently working in the field of AI critique and disruption. It is also a book for those who want to learn more about how to doubt, question, challenge, reject, reform and otherwise reprise "AI" as it has been practiced and promoted. Ariane Hanemaayer is Associate Professor at Brandon University and Visiting Scholar at the Centre for Research in Arts, Social Sciences and Humanities at the University of Cambridge. She is also Author of The Impossible Clinic: A critical sociology of evidence based medicine.
