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	Autore	Dew Robert
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	Nota di contenuto	Frontmatter -- Acknowledgements -- About the Authors -- Foreword -- Contents -- List of Cases -- List of Figures -- List of Tables -- Introduction -- Chapter 1 The Case for Change -- Chapter 2 Defining Lean CX -- Chapter 3 Creating Market Cut-Through -- Chapter 4 Where to Start -- Chapter 5 Managing the Cycle -- Chapter 6 Business to Business -- Chapter 7 Explore and Exploit -- Conclusion: Our Future is Lean -- Bibliography -- Index
	Sommario/riassunto	In recent years, many companies have realised customer experience (CX) is the new marketing battle ground. Substantial investments have been made to map customer journeys, identify pain points and improve CX to try and create cut-through. Using real world applications to introduce next generation design tools based on proven concepts from strategy, marketing, psychology and creative problem solving, Lean CX: How to Differentiate at Low Cost and Least Risk discusses how to use Lean Management approaches to innovate your customer experience. This practical book describes how the tools from Lean Management can be applied to the CX innovation problem. The authors draw on hundreds of CX design and strategic innovation projects across a range of industries, both B2B and B2C, from primary research through client work and secondary case studies available in the public domain. The examples include many different vertical industry sectors, including those involving hybrid business models. The cases included share what worked really well and where CX failed. The content goes beyond what

actually happened to present an idea of what might be possible with the right design approach and committed resources.