

1. Record Nr.	UNINA9910682586503321
Autore	Kleinaltenkamp Michael
Titolo	Customer Success Management : Helping Business Customers Achieve Their Goals // by Michael Kleinaltenkamp, Katharina Prohl-Schwenke, Laura Elgeti
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	3-031-26178-X
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (108 pages)
Collana	Management for Professionals, , 2192-810X
Disciplina	905
Soggetti	Customer relations - Management Telemarketing Internet marketing Consumer behavior Customer Relationship Management Digital Marketing Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1 The Rise of a New Business Function: Customer Success (Management) -- Chapter 2 Customer Success and Customer Success Management -- Chapter 3 Customer Success Management Drivers -- Chapter 4 Value-Based Selling -- Chapter 5 Solution Realization -- Chapter 6 Customer Success Management Activities -- Chapter 7 Adapting the Customer Value Proposition -- Chapter 8 Customer Advocacy -- Chapter 9 Customer Success Management Outcomes -- Chapter 10 Customer Success Management Structures -- Index.
Sommario/riassunto	End of 2022, nearly 200,000 people indicated holding a position as a customer success manager on LinkedIn. Customer success management (CSM) is thus the fastest growing business function. It was first implemented in selected service businesses, but currently CSM applications are spreading globally across industries. This book provides a clear understanding of CSM for practitioners based on comprehensively prepared knowledge from practical and scientific

resources. The book can be used as a practical guide to learn about CSM process and the roles, necessary capabilities, and expectations toward customer success managers. Furthermore, it also shows how CSM differs from and, at the same time, relates to existing customer-related management concepts such as value-based selling, key account management and customer relationship management. The presented insights are not only relevant for customer success managers, but also for those aiming at such a position in the future. The book is also useful for supplier and customer representatives who are connected with customer success management activities in their daily business.

2. Record Nr.	UNINA9910954314603321
Autore	Britsch Susan J. <1955->
Titolo	Beyond stories : young children's nonfiction composition / / Susan J. Britsch
Pubbl/distr/stampa	New York ; ; Oxfordshire, England, : Routledge, 2013, c2002 New York : , : Routledge, , 2013
ISBN	1-138-43978-9 1-61442-229-X 1-317-92242-5 1-315-85368-X 1-317-92243-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (173 p.)
Disciplina	372.62/3 372.623
Soggetti	English language - Composition and exercises - Study and teaching (Early childhood) English language - Composition and exercises - Study and teaching (Primary) Exposition (Rhetoric)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"An Eye on education book." First published 2002 by Eye On Education.
Nota di bibliografia	Includes bibliographical references and index.

Nota di contenuto

Cover; Title Page; Copyright Page; Table of Contents; ABOUT THE AUTHOR; ACKNOWLEDGMENTS; PROLOGUE; CHAPTER 1 "IT'S NOT A STORY"-CHILDREN RESPONDING THROUGH NONFICTION; Introduction; What Is Genre?; Developing Knowledge about Genre; The Horizontal Curriculum; A Plea for the Unconventional; CHAPTER 2 "'I HOPE YOU FEEL BETTER' AND RAINDROPS AND RAIN CLOUDS"-NONFICTION COMPOSITION IN THE PLAY OF YOUNG CHILDREN; The Beginnings of Nonfiction: Composing as Gesture; Assessing What Children Know about Genres Other than Stories; CHAPTER 3 COMPOSING CHOICES: REPRESENTING RESPONSE TO EXPERIENCE Response as Choice Where Does Nonfiction Fit?; A Collection of Composing Choices; Endnote; CHAPTER 4 "WHAT HAPPENS TO THE BEE?"-CHILDREN COMPOSING NONFICTION IN CLASSROOMS; The Range of Response; Jack; A Nonfiction Investigation in Third Grade; Questioning for Composing; Questions for Teachers; CHAPTER 5 THE ROLE OF READING IN NONFICTION COMPOSITION; Reading as Response; Selecting Texts for Focused Reading; Focused Reading; Reading and Composing; Toward Nonfiction Creativity; CHAPTER 6 ASSESSMENT AS A NONJUDGMENTAL PROCESS; Following and Fostering Change; What about Standards?; Beyond Charts In the End REFERENCES; INDEX

Sommario/riassunto

This book pulls together the experiences of teachers and children in pre-school through Grade 3. It demonstrates that nonfiction composing is a highly creative process for young children. It provides suggestions for writing assignments, focused reading, and assessment. The theme that underlines this book is that joy and creativity are inherently part of nonfiction and non-narrative composing with young children.
