

1. Record Nr.	UNINA9910838218703321
Autore	Ahad-Legardy Badia <1974->
Titolo	Afro-Nostalgia : Feeling Good in Contemporary Black Culture // Badia Ahad-Legardy
Pubbl/distr/stampa	Urbana : , : University of Illinois Press, , 2021 ©2021
ISBN	0-252-04366-9
Descrizione fisica	1 online resource
Collana	The new black studies series
Disciplina	810.9896073
Soggetti	American literature - African American authors - History and criticism Aesthetics, Black Nostalgia in literature Happiness in literature African Americans - Attitudes African Americans - Historiography Collective memory Esthetique noire Nostalgie dans la litterature Bonheur dans la litterature American literature - African American authors Criticism, interpretation, etc.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Ten thousand recollections : Afro-nostalgia and contemporary Black aesthetics -- (Nostalgic) retribution : the power of the petty in contemporary narratives of slavery -- (Nostalgic) restoration : Utopian pasts and political futures in the music of Black Lives Matter -- (Nostalgic) regeneration : absent archives and historical pleasures in contemporary Black visual culture -- (Nostalgic) reclamation : recipes for radicalism and the politics of soul (food) -- A future for Black nostalgia.
Sommario/riassunto	"African descent could not experience nostalgia. As a result, black lives have been predominately narrated through historical scenes of slavery

and oppression. This phenomenon created a missing archive of romantic historical memories. Badia Ahad-Legardy mines literature, visual culture, performance, and culinary arts to form an archive of black historical joy for use by the African-descended. Her analysis reveals how contemporary black artists find more than trauma and subjugation within the historical past. Drawing on contemporary African American culture and recent psychological studies, Ahad-Legardy reveals nostalgia's capacity to produce positive emotions. Afro-nostalgia emerges as an expression of black romantic recollection that creates and inspires good feelings even within our darkest moments"--

2. Record Nr.	UNINA9910686793103321
Autore	Prior Daniel D.
Titolo	B2B Customer Engagement Strategy : An Introduction to Managing Customer Experience // by Daniel D. Prior
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031234095 9783031234088
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (233 pages)
Disciplina	658.812 658.804
Soggetti	Customer relations - Management Marketing Customer Relationship Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. What is Customer Engagement ? -- 2. CE Context -- 3. Customer Experience (CX) and Customer Journey -- 4. The Case for CE Capability -- 5. Customer Journey Management -- 6. Customer Relationship Management (CRM) -- 7. Customer Communications -- 8. Analytics and Insight -- 9. CE Capability Maturity -- 10. Current Issues in CE. .

Business to business (B2B) transactions account for 60-70% of all transactions globally. Considering this, many supplier firms aspire to create high levels of customer engagement, and this involves identifying various ways to improve customer experience. In fact, companies such as Google, Amazon, Microsoft, and others now employ professionals in customer engagement roles and dedicate entire corporate divisions to ensure seamless customer engagement. Creating high customer engagement is challenging without a cohesive, strategic approach – particularly in B2B markets. This textbook introduces students to customer engagement strategy in B2B markets, the foundation of which is customer engagement capability. Companies must develop and implement four sub-capabilities – customer journey management, customer relationship management, customer communications and data analytics and insight to succeed. With a myriad of case studies, discussion questions and prompts for further reading, the textbook translates theory into practice and serves as a useful foundation for executive courses as well as fundamental reading for masters-level specialist courses in customer engagement, marketing, sales, and strategy. In addition, practitioners in supplier firms will also be able to use to build their customer engagement capability. .
