

1. Record Nr.	UNINA9910464039803321
Autore	Williams David <1963->
Titolo	Connected CRM : implementing a big-data-driven, customer-centric business strategy / / David Williams
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-86319-4 1-118-86312-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (258 p.)
Disciplina	658.8/12
Soggetti	Customer relations - Management Relationship marketing Strategic planning Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. "How to Optimize Customer Value in a Big-Data, Digital World"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy; Contents; Preface; Acknowledgments; Part 1: Connected CRM (cCRM); Chapter 1: History: There's Never Been a Better Time to Be a Marketer; Chapter 2: Macro-Trends: A Perfect Storm of Big Data, Digital, and Direct Consumer Engagement; MACRO-TRENDS; Digitization of Media and Channels; Social Networks at Scale; Consumer Mobility; MARKETERS ARE RESPONDING; CRM EVOLUTION; Chapter 3: Industry Perspective: Business Model Matters; DATA AND ATTRIBUTION CONSIDERATIONS; INDUSTRY MATTERS; BANKING; The State of CRM Industry Leaders Are Responding On the Horizon; INSURANCE AND WEALTH MANAGEMENT; The State of CRM; Industry Leaders Are Responding; On the Horizon; LIFE SCIENCES; The State of CRM; Industry Leaders Are Responding; On the Horizon; RETAIL; The State of CRM; Industry Leaders Are Responding; On the Horizon; TRAVEL, MEDIA, AND ENTERTAINMENT; The State of CRM; Industry Leaders Are Responding; On the Horizon; NONPROFIT; The State of CRM; Industry Leaders Are Responding; On the Horizon; THINK VERTICALLY, ACT

"UNIVERSALLY"; Chapter 4: Connected CRM: Building Customer Strategy as a Business Strategy
 CAPABILITY DIMENSIONS Customer Strategy; Experience Delivery; Financial Management; OPERATING MODEL DIMENSIONS; Infrastructure and Process; Organization and Leadership; Chapter 5: Customer Strategy: Creating Your Competitive Advantage; cCRM's AMBITIOUS GOAL; CUSTOMER PORTFOLIO MANAGEMENT; ENTERPRISE SEGMENTATION; Enterprise Segmentation: Understanding Motivations; Enterprise Segmentation: Creating the Segments; Enterprise Segmentation: Describing the Segments; PORTFOLIO STRATEGY: UNITING THE SEGMENTATION SCHEME WITH PORTFOLIO OPTIMIZATION; SEGMENT STRATEGY
 CUSTOMER STRATEGY: OTHER CONSIDERATIONS FROM BASIC CAPABILITIES TO HIGH PERFORMANCE; THE HEART OF THE MATTER; Chapter 6: Experience Delivery: Finding the Sweet Spot for Expert Customer Integration; FINDING THE SWEET SPOT; BRIDGING CUSTOMER STRATEGY TO PROGRAM DESIGN; CONNECTED PROGRAMS; PROGRAM DEVELOPMENT; PROGRAM BLUEPRINTS; CONNECTED EXPERIENCE DESIGN; INTERACTION PATHWAYS; MESSAGE ARCHITECTURE; MESSAGE-OFFER-CREATIVE SEQUENCING; MESSAGE-OFFER LOGIC (MESSAGING DECISION TREE); CONNECTED CREATIVE; PROGRAM EXECUTION AND MANAGEMENT; THE HEART OF THE MATTER
 Chapter 7: Financial Management: You Can't Optimize What You Can't Measure MEASUREMENT STRATEGY; MEASUREMENT AND ATTRIBUTION; BUDGET ALLOCATION AND FORECASTING; VALIDATION; SUMMARY; THE HEART OF THE MATTER; Part 2: cCRM Operating Model; Chapter 8: Infrastructure and Process: Dismantling the Silos That Hinder; THE SIX CORE CAPABILITIES; CONNECTED CONSUMER PROFILE; LONGITUDINAL VIEW OF INTERACTIONS; LEVERAGING THE IDENTITY MAP AND THE EVENT STREAM; INSIGHTS PLATFORM; Key Ingredients of an Insights Platform; CROSS-CHANNEL MARKETING ENABLEMENT; Key Ingredients of Cross-Channel Marketing Enablement
 CENTRALIZED DECISION SERVICES

Sommario/riassunto

" Three macro trends are changing the marketing landscape and forcing massive change on most organizations: the digitization of media and channels; social media; and the ability for consumers to access media anytime, anywhere. Marketers are responding with data-driven, digital customer strategies and a collective business model transformation. For the first time, marketers are now able to put customers at the core of the business strategy. The challenge, now that there's "universal" buy-in on the philosophy, of 'every organization should be "customer-centric" is the "how". How do we successfully implement a comprehensive, data-driven, customer-centric business strategy? The answer is called "Connected CRM", the focus of this book. Customer-centric marketing isn't merely a tactical implementation plan. Executed correctly, it's a fundamental shift in the organization's framework, affecting every department, not just marketing, though it puts marketing at the heart of the business and leadership strategy for the organization. It's a new source of visibility and accountability for the CMO and a new basis of competitive differentiation for the company. CMOs of the future will play a much larger role in all aspects of marketing, sales, service and technology. Through years of work in data-driven customer relationship marketing and observations of successful (and unsuccessful) implementation efforts; Merkle has developed a customer-centricity blueprint for organizations. This book explains how to make it a reality--for sustained competitive advantage"

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2. Record Nr.	UNINA9910713677303321
Titolo	Potentiometric-surface and water-use map of the Tuscaloosa aquifer in Alabama, fall 1982 / / by John S. Williams, Sydney S. DeJarnette, and Michael Planert
Pubbl/distr/stampa	[Tuscaloosa, Ala.] : , : Department of the Interior, United States Geological Survey, , 1986 Denver, Colorado : , : Open-File Services Section, Western Distribution Branch, U.S. Geological Survey
Descrizione fisica	1 online resource (1 map) : color
Collana	Water-resources investigations report ; ; 85-4174
Soggetti	Aquifers - Alabama Groundwater - Alabama Aquifers Groundwater Maps. Alabama
Lingua di pubblicazione	Inglese
Formato	Materiale cartografico a stampa
Livello bibliografico	Monografia
Note generali	Relief shown by contours and spot heights.
Nota di bibliografia	Includes text, water level graphs, generalized correlation of hydrogeologic units and rock-stratigraphic units, and bibliographical references.

3. Record Nr.	UNINA9910703850303321
Titolo	Confronting transnational drug smuggling : an assessment of regional partnerships : joint hearing before the Subcommittee on Coast Guard and Maritime Transportation, Committee on Transportation and Infrastructure, and the Subcommittee on the Western Hemisphere, Committee on Foreign Affairs, House of Representatives, One Hundred Thirteenth Congress, second session, April 29, 2014
Pubbl/distr/stampa	Washington : , : U.S. Government Publishing Office, , 2015
Descrizione fisica	1 online resource (xv, 93 pages) : illustrations
Soggetti	Transnational crime - United States Transnational crime - Latin America Transnational crime - Prevention - International cooperation Drug traffic - United States Drug traffic - Latin America Drug control - International cooperation Legislative hearings.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed July 21, 2015). "Serial no. 113-67." "Serial no. 113-241." Print version is available for sale by the Superintendent of Documents, U.S. Government Printing Office.
Nota di bibliografia	Includes bibliographical references.