

|                         |                                                                                                          |
|-------------------------|----------------------------------------------------------------------------------------------------------|
| 1. Record Nr.           | UNISALENTO991000193729707536                                                                             |
| Autore                  | Bonacchi, Massimiliano                                                                                   |
| Titolo                  | Aziende termali : contesto competitivo, strategie e risultati /<br>Massimiliano Bonacchi, Luca Menicacci |
| Pubbl/distr/stampa      | Roma : RIREA, stampa 2008                                                                                |
| ISBN                    | 9788885333901                                                                                            |
| Descrizione fisica      | 48 p. ; 24 cm                                                                                            |
| Collana                 | QMR : Quaderni monografici Rirea ; 68                                                                    |
| Altri autori (Persone)  | Menicacci, Lucaauthor                                                                                    |
| Disciplina              | 658.51                                                                                                   |
| Soggetti                | Stazioni idrotermali - Gestione                                                                          |
| Lingua di pubblicazione | Italiano                                                                                                 |
| Formato                 | Materiale a stampa                                                                                       |
| Livello bibliografico   | Monografia                                                                                               |
| Nota di bibliografia    | Bibliografia: p. 47-48                                                                                   |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Record Nr.           | UNINA9910162812603321                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Autore                  | Hall Colin Michael <1961->                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Titolo                  | Tourism, public transport and sustainable mobility // C. Michael Hall, Diem-Trinh Le-Klahn and Yael Ram                                                                                                                                                                                                                                                                                                                                                                  |
| Pubbl/distr/stampa      | Bristol : , : Channel View Publications, 2017<br>©2017                                                                                                                                                                                                                                                                                                                                                                                                                   |
| ISBN                    | 1-84541-600-7<br>1-84541-599-X                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Descrizione fisica      | 1 online resource (xv, 231 pages)                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Collana                 | Tourism Essentials ; ; 4                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Classificazione         | 48.10                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Disciplina              | 388.4068/4                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Soggetti                | Tourism - Planning<br>Local transit - Planning<br>Transportation - Planning<br>Sustainable tourism<br>sustainable transport<br>tourism<br>public transport<br>case study<br>regional economy                                                                                                                                                                                                                                                                             |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Nota di contenuto       | Frontmatter -- Contents -- Boxed Insights and Case Studies -- Figures, Tables and Plates -- Acknowledgements -- Acronyms -- 1. Introduction -- 2. Tourism Demand for Public Transport Introduction -- 3. Local and Intra-Destination Public Transport Introduction -- 4. Long-Distance and Inter-Destination Public Transport Introduction -- 5. Tourism and Public Transport, Operational Management and Marketing -- 6. Futures and Conclusions -- References -- Index |
| Sommario/riassunto      | This book offers a comprehensive global examination of the relationship between public transport and tourism as well as exploring other sustainable transport modes. It offers a unique view by analysing tourism through the public transport lens and vice versa. The volume provides an account of how the public transport experience can be                                                                                                                         |

improved for tourists so that its value can be maximised and a greater number of people can be encouraged to shift modes. It features a wide range of case studies and examples showing how the tourism industry, as well as regional economies, communities and the environment, benefit when public transport is widely used by tourists. The book will be of interest to researchers and students in the fields of tourism and transport as well as destination marketing organisations and tourism, transport and urban planners.

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3. Record Nr.           | UNINA9910780265603321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Autore                  | Murray Brian H. <1968->                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Titolo                  | Defending the brand [[electronic resource] ] : aggressive strategies for protecting your brand in the online arena / / Brian H. Murray                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Pubbl/distr/stampa      | New York, : American Management Association, c2004                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| ISBN                    | 0-8144-2753-7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Descrizione fisica      | 1 online resource (286 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Disciplina              | 658.8/27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Soggetti                | Brand name products<br>Trademark infringement<br>Electronic commerce<br>Product management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Nota di contenuto       | Digital brand abuse -- The dark side -- Objectionable content -- Pornography -- Adult entertainment -- Child pornography -- Hate, violence, and extremism -- Gambling -- Parody -- Defining "objectionable" -- Who's at risk? -- What to do -- The business case -- Boardroom summary -- The opportunities and threats of online commentary -- The rumor mill -- Financial earnings -- Early warning -- Information security -- Other security and liability threats -- The world's largest focus group -- Activism and "sucks" sites -- Nobody is immune -- Managing risk -- Buried treasure -- The business case -- Boardroom summary -- Customer diversion -- Customer capture -- Cybersquatting -- Typo-piracy -- Domain name administration -- |

Arbitration -- Search engine manipulation -- Invisible seeding -- Visible seeding -- Spoofing -- Paid placement -- Managing seeding and spoofing issues -- Software utility generated advertisements -- Mislabelled links -- Unsolicited e-mail -- Keeping the customer -- Bringing the customer back -- Scope of the problem -- The future -- The business case -- Boardroom summary -- Online partners and distribution issues -- A managing partner compliance -- The customer experience -- Changing dynamics -- Online partners -- Affiliates -- Suppliers -- Distributors -- Third parties -- Monitoring partners -- Step 1: Prioritization -- Step 2: Brand management -- Step 3: Enforcement -- The business case -- Boardroom summary -- Counterfeits and gray markets -- Gray markets -- Combating gray market activity -- Counterfeiting -- Copier supplies -- Pharmaceuticals -- Online monitoring -- Criteria that may signal a suspect distributor -- Testing authenticity -- The business case -- Boardroom summary -- Defending against digital piracy -- Music -- Sales leads -- Video -- Cease and desist -- Customer convenience -- Copy protection and digital rights management -- Software -- Text and images -- E-books -- The Stephen King experiment -- News services -- Market data -- The business case -- Boardroom summary -- Trust -- The costs of compromised privacy and security -- Information collection technologies -- Cookies -- Web beacons -- Information security -- Customer information transmission -- Customer information storage -- Fraud -- Managing privacy and security -- The business case -- Boardroom summary -- Competitive intelligence -- Using online competitive intelligence to outmaneuver competitor brands -- The internet as a competitive intelligence source -- Brand presence -- Brand reach -- Competitor brand abuse -- Competitor absence -- Linking relationships -- Partnerships -- Recruiting competitor partners -- Online commentary -- Collecting the data -- Counterintelligence -- Actionable information -- The business case -- Boardroom summary.

The best brands attract the most (unwanted) attention.

|    |                         |                                                                                                                                                                                                                                                                            |
|----|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4. | Record Nr.              | UNIORUON00269910                                                                                                                                                                                                                                                           |
|    | Titolo                  | Le journal intime et ses formes littéraires : actes du colloque de septembre 1975 / Textes réunis par V. Del Litto                                                                                                                                                         |
|    | Pubbl/distr/stampa      | Genève, : Librairie Droz, 1978                                                                                                                                                                                                                                             |
|    | Descrizione fisica      | 330p. ; 23 cm.                                                                                                                                                                                                                                                             |
|    | Lingua di pubblicazione | Francese                                                                                                                                                                                                                                                                   |
|    | Formato                 | Materiale a stampa                                                                                                                                                                                                                                                         |
|    | Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                 |
| 5. | Record Nr.              | UNINA9911019973203321                                                                                                                                                                                                                                                      |
|    | Autore                  | Delecolle Thierry                                                                                                                                                                                                                                                          |
|    | Titolo                  | New Frontiers of Customer Strategy : Managing Sustainable, Environmental and Ethical Transitions                                                                                                                                                                           |
|    | Pubbl/distr/stampa      | Newark : , : John Wiley & Sons, Incorporated, , 2024<br>©2024                                                                                                                                                                                                              |
|    | ISBN                    | 9781394300747<br>1394300743<br>9781394299577<br>1394299575                                                                                                                                                                                                                 |
|    | Edizione                | [1st ed.]                                                                                                                                                                                                                                                                  |
|    | Descrizione fisica      | 1 online resource (281 pages)                                                                                                                                                                                                                                              |
|    | Collana                 | Innovation, entrepreneurship and management series                                                                                                                                                                                                                         |
|    | Altri autori (Persone)  | JacobFlorence<br>Prim-AllazIsabelle                                                                                                                                                                                                                                        |
|    | Disciplina              | 658.8/12                                                                                                                                                                                                                                                                   |
|    | Soggetti                | Customer relations                                                                                                                                                                                                                                                         |
|    | Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                    |
|    | Formato                 | Materiale a stampa                                                                                                                                                                                                                                                         |
|    | Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                 |
|    | Nota di contenuto       | Cover -- Title Page -- Copyright Page -- Contents -- Introduction -- Chapter 1. How Can Customer Relations and Sufficiency Be Reconciled? A Reflection on the Consumption of Second-hand Goods -- 1.1. Customer relations and sufficient living: what conflicts? -- 1.1.1. |

Relationship marketing: spirit and tools -- 1.1.2. Sufficient lifestyle: characteristics, dimensions and links with the second-hand market -- 1.2. Customer relations and the second-hand market -- 1.2.1. The second-hand market: a brief overview in 2022 -- 1.2.2. Perception of customer relations in the second-hand market -- 1.3. Conclusion -- 1.4. References -- Chapter 2. Customer Relationships and Sustainable Development in the Retail Sector -- 2.1. Incompatibility between retail and sustainable development? A few paradoxes to overcome -- 2.1.1. The hyperchoice model versus the expectation of greater sufficiency -- 2.1.2. Selling ever-greener, ever-cheaper products -- 2.1.3. Enhancing the customer experience while reducing energy waste -- 2.2. Customers and employees: accelerating sustainable development in the retail sector? -- 2.2.1. The customer's voice: a gateway to new models? -- 2.2.2. The voice of employees: a driving force in the transition of retailers -- 2.3. Conclusion -- 2.4. References -- Chapter 3. Corporate Social Responsibility and Loyalty -- 3.1. Definitions of perceived CSR and loyalty -- 3.1.1. Perceived CSR -- 3.1.2. Loyalty -- 3.2. The influence of perceived CSR on consumers' retailer loyalty -- 3.2.1. The impact of perceived CSR as a global construct on retailer loyalty -- 3.2.2. A different impact depending on CSR dimensions and consumer profiles -- 3.3. Examples of concrete actions (in line with respect for the environment and philanthropic activities) -- 3.3.1. The influence of a retailer's bulk product offer on consumer loyalty to that retailer. 3.3.2. Sponsorship, cause-related marketing and CSR-linked sponsorship: three CSR actions to build consumer loyalty -- 3.4. Conclusion -- 3.5. References -- Chapter 4. Reinventing Loyalty Programs in the CSR Age: Moving toward Prosocial Loyalty Programs -- 4.1. Limits of the traditional loyalty program in the CSR era -- 4.1.1. A philosophy focused on purchasing behavior -- 4.1.2. A design that conceals environmental and social impact -- 4.2. The academic literature: loyalty program responsibility -- 4.3. Benchmark study: loyalty programs -- 4.4. Interviews with loyalty experts -- 4.4.1. Corroboration of the literature and benchmark findings -- 4.4.2. New findings from interviews -- 4.5. Toward a prosocial loyalty program -- 4.6. References -- Chapter 5. Toward Greater Sufficiency in Customer Relationships -- 5.1. The systemic collapse of consumerism -- 5.1.1. The impact of marketing and customer relationship practices on the ecosystem: the anthropogenic footprint -- 5.1.2. The impact of new technologies and digital transformation on social ties: accelerating a process of disintegration -- 5.1.3. Consumption and rebound effect -- 5.2. For more sufficiency in customer relationships -- 5.2.1. Sufficiency in customer relationships: doing "less" but "better" -- 5.2.2. Enhancing the status of customers that practice "sufficiency" -- 5.2.3. Promoting sufficiency through customer relationships -- 5.2.4. Facilitating commitment to sufficiency through customer relationships -- 5.3. Conclusion -- 5.4. References -- Chapter 6. Metaverse Opportunities for Customer Relations -- 6.1. An immersive, interactive and persistent universe -- 6.2. A gamified, esthetic universe -- 6.3. A personalized world of scarcity -- 6.4. A social and community universe -- 6.5. An innovative universe -- 6.6. Conclusion -- 6.7. References. Chapter 7. Towards Transparent and Parsimonious Customer Data Collection -- 7.1. Data as a means of personalizing customer relations and creating a competitive advantage -- 7.1.1. Risks in terms of breaches of privacy for the consumer -- 7.1.2. Risks in terms of strategic dependencies for companies -- 7.2. The new connected consumers and their multiple perceptions of different data collection methods -- 7.3. Why authorize the collection and use of personal data? -- 7.4. How can we encourage parsimonious data collection? -- 7.4.1.

Minimizing data collection -- 7.4.2. Relying on transparency when collecting data -- 7.4.3. Giving consumers control -- 7.5. Conclusion: finally, what is the value of data? -- 7.6. References -- Chapter 8. From Persuasion to Customer Manipulation: The Role of Dark Patterns -- 8.1. Dark pattern definitions and typologies -- 8.2. Marketing as usual? -- 8.3. Problematic Internet use due to dark patterns? -- 8.4. Impossible to observe and yet combatable -- 8.5. Appendix -- 8.6. References -- Chapter 9. Digital Consumption and Inclusion -- 9.1. Introduction: when the digitalization of customer journeys raises challenges -- 9.2. Consequences of the digitization of customer journeys -- 9.2.1. A transformation of the user's role during the journey -- 9.2.2. Interaction at the heart of the value creation process -- 9.2.3. User participation -- 9.2.4. A complex user experience -- 9.3. New managerial challenges arising from the digitization of journeys -- 9.3.1. Improving users' relationships with digital technology -- 9.3.2. Still insufficient digital inclusion initiatives -- 9.3.3. Moving beyond a focus on digital uses -- 9.4. Defining the digital inclusion process -- 9.4.1. The role of perceptions in the inclusion process -- 9.4.2. Adopting a two-level approach to the digital inclusion process. 9.4.3. From inclusion to digital inclusion as perceived by the user -- 9.5. Conclusion: toward digital consumption for all -- 9.6. References -- Chapter 10. Improving Effective Accessibility of Products and Services for Vulnerable Customers -- 10.1. Effective accessibility of products and services, a challenge for organizations -- 10.1.1. Definition of effective accessibility -- 10.1.2. Effective accessibility: a challenge for organizations? -- 10.2. The challenges of effective accessibility for vulnerable customers -- 10.2.1. How do you define a vulnerable customer? -- 10.2.2. Reduced effective accessibility for vulnerable customers? -- 10.3. Ways to improve the effective accessibility of products and services for vulnerable customers -- 10.3.1. How should we respond to the challenge of effective accessibility for vulnerable customers? -- 10.3.2. How can we rethink journeys to improve accessibility for vulnerable customers? -- 10.4. Conclusion -- 10.5. References -- Chapter 11. The Patient Experience -- 11.1. From the health service to the patient experience -- 11.1.1. Patient satisfaction as a starting point -- 11.1.2. The patient from an experiential perspective -- 11.1.3. Designing a meaningful experience -- 11.2. Enhancing the value of the patient experience -- 11.2.1. The perceived value of the patient experience -- 11.2.2. A typology of the value of the patient experience -- 11.2.3. Experience value as a lever for appropriation of the patient experience -- 11.3. Conclusion -- 11.4. References -- Chapter 12. Adopting Ethical Sales Behavior -- 12.1. Unethical temptation among salespeople -- 12.1.1. Salespeople's ethical dilemmas -- 12.1.2. The six principles of influence according to Cialdini -- 12.1.3. Influence or manipulation: what are the differences? -- 12.2. Creating ethical behavior. 12.2.1. Customer orientation at the heart of sales ethics -- 12.2.2. How can the ethical behavior of salespeople be developed? -- 12.2.3. Ethics and business performance: how compatible are they? -- 12.3. Conclusion -- 12.4. References -- Chapter 13. Customer Relationships as a Factor of Resistance: The Case of Smart Feedback Tools -- 13.1. The rise of smart feedback tools -- 13.1.1. Definition of smart feedback tools -- 13.1.2. Deployment dynamics by sector -- 13.1.3. The collection of multiple types of private data -- 13.1.4. Toward a classification based on the nature of feedback -- 13.2. A brand relationship investment -- 13.2.1. Relational investments supporting customer relationships -- 13.2.2. Smart feedback tools as a promise of empowerment -- 13.3. Consumer resistance to smart feedback tools

-- 13.3.1. Multiple sources of disempowerment -- 13.3.2. Forms of resistance -- 13.4. Conclusion -- 13.5. References -- Chapter 14. Customer Relations in the Social and Solidarity Economy -- 14.1. Managing customer relations in social and solidarity economy organizations -- 14.1.1. Democratic governance of SSE organizations and customer relations -- 14.2. CRM in consumer cooperatives: the case of La Louve -- 14.2.1. The cooperative: definition and articles of association -- 14.2.2. La Louve cooperative supermarket -- 14.2.3. Taking on the intra-role: from consumer to cooperator through work -- 14.2.4. Between customers and cooperative status -- 14.3. Organizing customer relations in a collective interest cooperative company: the case of Enercoop Languedoc-Roussillon -- 14.3.1. The collective interest cooperative company: definition and articles of association -- 14.3.2. The SCIC Enercoop Languedoc-Roussillon -- 14.3.3. A commitment that translates into extra-roles conditioned by the organization's economic times -- 14.4. Conclusion -- 14.5. References.  
Chapter 15. Purpose Corporations and Customer Strategy: Toward a Strategy of Customer Education and Empowerment?.

---

### Sommario/riassunto

This book explores new strategies in customer management, focusing on sustainability, environmental responsibility, and ethical transitions. Edited by Thierry Delécolle, Florence Jacob, and Isabelle Prim-Allaz, it delves into how businesses can reconcile customer relations with sustainable practices, particularly in second-hand markets and retail. The authors discuss the impact of corporate social responsibility (CSR) on consumer loyalty, highlighting the need for prosocial loyalty programs in the CSR age. The book addresses the challenges and paradoxes that arise when enhancing customer experiences while promoting sufficiency and reducing waste. It is intended for academics, business professionals, and policymakers interested in integrating sustainability into customer strategies.

---