1.	Record Nr.	UNINA9910780272403321
	Autore	Bacon Terry R
	Titolo	The behavioral advantage [[electronic resource]] : what the smartest, most successful companies do differently to win in the B2B arena / / Terry R. Bacon and David G. Pugh
	Pubbl/distr/stampa	New York, : AMACOM, c2004
	ISBN	0-8144-1313-7
	Edizione	[1st edition]
	Descrizione fisica	xi, 308 p. : ill
	Altri autori (Persone)	PughDavid G <1944-> (David George)
	Disciplina	658/.001/9
	Soggetti	Organizational behavior Organizational effectiveness Strategic planning Selling - Psychological aspects Customer relations Industrial management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Bibliographic Level Mode of Issuance: Monograph
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	The death of selling -- The changing world of buying and selling -- The chemistry of preference -- Checkmate! : how business development is like chess -- Opening game : conditioning the market -- Middle game : conditioning the customer -- Middle game : building a powerful position -- Late middle game positioning -- End game : conditioning the deal -- Creating a behavioral differentiation strategy -- We are finding it increasingly difficult.
	Sommario/riassunto	In their book Winning Behavior, Terry Bacon and David Pugh showed how great companies outperform good ones through "behavioral differentiation" -- going beyond superior products and dependable service to connect with customers at every touchpoint. The Behavioral Advantage broadens the concept, applying behavioral differentiation to the business-to-business arena. The best B2B companies depend on a multifront approach to business interaction, and The Behavioral Advantage reveals the secrets behind what is essentially a chess game with competitors. To win the game, companies must develop a carefully plotted opening game, with all internal values, policies, practices, and

behaviors fully aligned. A smart and efficient middle game lets the company build and strengthen its position, and the endgame assures victory and lays the groundwork for future business. Just as individual customers do, B2B customers remember those companies whose behavior consistently and significantly outshines even strong competitors. These firms create a lasting advantage -- and reap the profits that come with it.

2.	Record Nr.	UNINA9910784851703321
	Titolo	Codes and consequences [[electronic resource]] : choosing linguistic varieties / / edited by Carol Myers-Scotton
	Pubbl/distr/stampa	New York, : Oxford University Press, 1998
	ISBN	0-19-772138-9
		1-280-52953-9
		0-19-535407-9
		1-4294-0445-0
	Descrizione fisica	1 online resource (230 p.)
	Altri autori (Persone)	Myers-ScottonCarol
	Disciplina	401/.41
	Soggetti	English language - Discourse analysis
		English language - Social aspects
		English language - Variation
	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	Contents; Contributors; I. OVERVIEW; 1 Introduction; 2 A Theoretical Introduction to the Markedness Model; II. STYLISTIC CHOICES IN LITERATURE; 3 Implicatures of Styleswitching in the Narrative Voice of Cormac McCarthy's All the Pretty Horses; 4 Marked Grammatical Structures: Communicating Intentionality in The Great Gatsby and As I Lay Dying; 5 Markedness and References to Characters in Biblical Hebrew Narratives; 6 Literariness, Markedness, and Surprise in Poetry; 7 Villainous Boys: On Some Marked Exchanges in Romeo and Juliet; III. STYLISTIC CHOICES IN SPOKEN ENGLISH

Sommario/riassunto	The author explores the implications of the phenomenon known as ""codeswitching"", where in given situations, different people with access to the same linguistic repertoire (or one person in various situations) will make different linguistic choices.