

1. Record Nr.	UNISALENTO991001090829707536
Titolo	Le deleghe di poteri : contributi / a cura di Bianca Manuela Gutierrez
Pubbl/distr/stampa	Milano : Giuffrè, 2004
ISBN	8814106282
Descrizione fisica	ix, 314 p. ; 24 cm
Altri autori (Persone)	Gutierrez, Bianca Manuela
Disciplina	346.45066
Soggetti	Società <diritto e economia> - Delegazione di potere - Italia
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In testa al front.: Associazione italiana giuristi d'impresa
Nota di bibliografia	Include riferimenti bibliografici
2. Record Nr.	UNINA9910785924703321
Autore	Thomas Bill <1955->
Titolo	Anticipate [[electronic resource] ] : know what your customers want before they do // Bill Thomas, Jeff Tobe
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2013
ISBN	1-118-41721-6 1-283-71513-9 1-118-42023-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (226 p.)
Altri autori (Persone)	TobeJeff
Disciplina	658.8/342
Soggetti	Customer relations Strategic planning
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

Strategy: creating and destroying customer value -- Doing the right things for the wrong reasons -- Not all customers are good customers -- When customers speak who hears them? -- Input is vital but involvement multiplies the value -- It takes two -- Customer focus is a process, not an event -- Culture, the soft stuff is the hard stuff -- Managing change, performance & talent -- Leveraging your culture and value chain.

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## Sommario/riassunto

Design and implement the ideal customer focus Anticipate provides business readers with a practical how-to approach for taking their customer-supplier relationship to one that is more sustainable and more mutually profitable. Much of the discussion on customer experience has centered on the hospitality or retail industries and has showcased the discrete techniques organizations use to deliver better service and create more satisfied customers. Anticipate extends and integrates those techniques to deliver an end-to-end customer experience that can be applied

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