

1. 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.
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 applie

2. Record Nr.	UNINA9910788822303321
Titolo	Historisches Wörterbuch der Rhetorik . Band 12 Bibliographie // herausgegeben von Gert Ueding ; In Verbindung mit Gregor Kalivoda
Pubbl/distr/stampa	Berlin, Germany ; ; Boston, [Massachusetts] : , : De Gruyter, , 2015 ©2015
ISBN	3-11-039407-3 3-11-035416-0
Descrizione fisica	1 online resource (1046 p.)
Collana	Historisches Wörterbuch der Rhetorik ; ; Band 12
Disciplina	808.0431
Soggetti	Rhetoric - German Rhetoric - History - German German language - Rhetoric
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Frontmatter -- Inhalt -- Vorwort -- Aufbau und Nutzungshinweise -- Quellenbibliographie (Antike) -- Autorenbibliographie -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X -- Y -- Z