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Autore	Gimenez Josep F. Valls
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Sommario/riassunto	The empowered customer is here to stay. With a low tolerance for subpar experiences, they have no qualms in switching brands if disappointed, and expect companies to provide offers that are personally relevant to them. This realisation has led enterprises to revamp their business strategies to meet the high expectations of these savvy and hyper-connected consumers. This requires a 360 degree customer-centric approach--fuelled by big data--that attempts to understand customer problems and deliver timely solutions. The ability to use customer journey mapping and real-time analytics to unlock actionable insights can provide a competitive edge. Knowledge about shifts in customer behaviour, preferred channels or social media sentiment helps companies to respond proactively and with the right message.The digital transformation snake framework presented in this book examines the socio-economic changes and digital trends that are reshaping consumption, and what they portend for the future. It is

complemented by an analysis of the new skills and workforce models, as well as the business models needed to succeed in the age of digital disruption.
