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Nota di contenuto	Intro -- Managing Customer Experience and Relationships: A Strategic Framework -- Contents -- Foreword: The View from Here -- Preface -- Acknowledgments -- About the Authors -- Part I Principles of Managing Customer Experience and Relationships -- Chapter 1 Evolution of Relationships with Customers and Strategic Customer Experiences -- Roots of Customer Relationships and Experience -- Focusing on Customers Is New to Business Strategy -- Managing Customer relationships and experience is a Different Dimension of Competition -- Technology Accelerates-It Is Not the Same as-Building Customer Value -- What Is a Relationship? Is That Different from Customer Experience? -- Learning Relationships: The Crux of Managing Customer Relationships -- The Technology Revolution and the Customer Revolution -- Customers Have Changed, Too -- Customer Retention and Enterprise Profitability -- Summary -- Food for Thought -- Glossary -- Chapter 2 The Thinking Behind Customer Relationships That Leadsto Good Experiences -- Why Do Companies Work at Being "Customer-Centric"? -- What Characterizes a relationship? -- Customer Loyalty: Is It an Attitude? Or a Behavior? -- Summary -- Food for Thought -- Glossary -- Part II IDIC Implementation Process: A Model for Managing Customer Relationships and Improving Customer Experiences -- Chapter 3 Customer Relationships: Basic Building Blocks

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