1. Record Nr. UNINA9910456203703321

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 Electronic books.
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.	UNINA9910816412103321
	Autore	Candy James V.
	Titolo	Model-based processing : an applied subspace identification approach / / James V. Candy
	Pubbl/distr/stampa	Hoboken, NJ : , : John Wiley & Sons, Inc., , 2019
	ISBN	1-119-45777-7 1-119-45769-6
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (540 pages)
	Collana	THEi Wiley ebooks.
	Disciplina	621.382/23
	Soggetti	Signal processing - Digital techniques - Mathematics Automatic control - Mathematical models Invariant subspaces
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.
	Sommario/riassunto	A bridge between the application of subspace-based methods for parameter estimation in signal processing and subspace-based system identification in control systems Model-Based Processing : An Applied Subspace Identification Approach provides expert insight on developing models for designing model-based signal processors (MBSP) employing subspace identification techniques to achieve model-based identification (MBID) and enables readers to evaluate overall performance using validation and statistical analysis methods. Focusing on subspace approaches to system identification problems, this book

teaches readers to identify models quickly and incorporate them into various processing problems including state estimation, tracking, detection, classification, controls, communications, and other applications that require reliable models that can be adapted to dynamic environments. The extraction of a model from data is vital to numerous applications, from the detection of submarines to determining the epicenter of an earthquake to controlling an autonomous vehicles—all requiring a fundamental understanding of their underlying processes and measurement instrumentation. Emphasizing real-world solutions to a variety of model development problems, this text demonstrates how model-based subspace identification system identification enables the extraction of a model from measured data sequences from simple time series polynomials to complex constructs of parametrically adaptive, nonlinear distributed systems. In addition, this resource features: Kalman filtering for linear, linearized, and nonlinear systems; modern unscented Kalman filters; as well as Bayesian particle filters Practical processor designs including comprehensive methods of performance analysis Provides a link between model development and practical applications in model-based signal processing Offers in-depth examination of the subspace approach that applies subspace algorithms to synthesized examples and actual applications Enables readers to bridge the gap from statistical signal processing to subspace identification Includes appendices, problem sets, case studies, examples, and notes for MATLAB Model-Based Processing: An Applied Subspace Identification Approach is essential reading for advanced undergraduate and graduate students of engineering and science as well as engineers working in industry and academia.