1. Record Nr.   UNINA9910455163603321

   Autore   Globus Gordon G. <1934->

   Titolo   The transparent becoming of world [[electronic resource]] : a crossing
                        between process philosophy and quantum neurophilosophy / / Gordon
                        G. Globus

   Pubbl/distr/stampa   Amsterdam ; ; Philadelphia, Pa., : John Benjamins Pub. Co., c2009

   ISBN   1-282-39557-2
                        9786612395574
                        90-272-8872-0

   Descrizione fisica   1 online resource (187 p.)

   Collana   Advances in consciousness research, , 1381-589X ; ; v. 77

   Disciplina   146/.7

   Soggetti   Mind and reality
                        Process philosophy
                        Quantum field theory
                        Neuropsychology - Philosophy
                        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.

2. Record Nr.	UNINA9910820556803321
Autore	Williams David <1963->
Titolo	Connected CRM : implementing a big-data-driven, customer-centric business strategy / / David Williams
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-86319-4 1-118-86312-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (258 p.)
Classificazione	BUS018000
Disciplina	658.8/12
Soggetti	Customer relations - Management Relationship marketing Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. "How to Optimize Customer Value in a Big-Data, Digital World"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy; Contents; Preface; Acknowledgments; Part 1: Connected CRM (cCRM); Chapter 1: History: There's Never Been a Better Time to Be a Marketer; Chapter 2: Macro-Trends: A Perfect Storm of Big Data, Digital, and Direct Consumer Engagement; MACRO-TRENDS; Digitization of Media and Channels; Social Networks at Scale; Consumer Mobility; MARKETERS ARE RESPONDING; CRM EVOLUTION; Chapter 3: Industry Perspective: Business Model Matters; DATA AND ATTRIBUTION CONSIDERATIONS; INDUSTRY MATTERS; BANKING; The State of CRM Industry Leaders Are Responding On the Horizon; INSURANCE AND WEALTH MANAGEMENT; The State of CRM; Industry Leaders Are Responding; On the Horizon; LIFE SCIENCES; The State of CRM; Industry Leaders Are Responding; On the Horizon; RETAIL; The State of CRM; Industry Leaders Are Responding; On the Horizon; TRAVEL, MEDIA, AND ENTERTAINMENT; The State of CRM; Industry Leaders Are Responding; On the Horizon; NONPROFIT; The State of CRM; Industry Leaders Are Responding; On the Horizon; THINK VERTICALLY, ACT "UNIVERSALLY"; Chapter 4: Connected CRM: Building Customer Strategy

as a Business Strategy

Sommario/riassunto

" Three macro trends are changing the marketing landscape and forcing massive change on most organizations: the digitization of media and channels; social media; and the ability for consumers to access media anytime, anywhere. Marketers are responding with data-driven, digital customer strategies and a collective business model transformation. For the first time, marketers are now able to put customers at the core of the business strategy. The challenge, now that there's "universal" buy-in on the philosophy, of 'every organization should be "customer-centric" is the "how". How do we successfully implement a comprehensive, data-driven, customer-centric business strategy? The answer is called "Connected CRM", the focus of this book. Customer-centric marketing isn't merely a tactical implementation plan. Executed correctly, it's a fundamental shift in the organization's framework, affecting every department, not just marketing, though it puts marketing at the heart of the business and leadership strategy for the organization. It's a new source of visibility and accountability for the CMO and a new basis of competitive differentiation for the company. CMOs of the future will play a much larger role in all aspects of marketing, sales, service and technology. Through years of work in data-driven customer relationship marketing and observations of successful (and unsuccessful) implementation efforts; Merkle has developed a customer-centricity blueprint for organizations. This book explains how to make it a reality--for sustained competitive advantage"
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