

1. Record Nr.	UNINA9910454488503321
Autore	Piercy Nigel
Titolo	Strategic customer management [[electronic resource]] : strategizing the sales organization / / Nigel F. Piercy and Nikala Lane
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2009
ISBN	1-282-05331-0 9786612053313 0-19-156764-7
Descrizione fisica	1 online resource (338 p.)
Altri autori (Persone)	LaneNikala
Disciplina	658.8/12
Soggetti	Customer relations - Management Customer services Electronic books.
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	Contents; List of Figures and Table; About the Authors; What the Experts Say About Strategic Customer Management; Part I: Making the Case; 1. Introduction: Is Sales the New Marketing?; Part II: Making the Sales Organization Strategic; 2. Involvement: Putting Sales Back into Strategy; 3. Intelligence: You Are What You Know; 4. Integration: Getting Your Act Together Around Customer Value; 5. Internal Marketing: Selling the Customer to the Company; 6. Infrastructure: Aligning Sales Process and Structure with Business Strategy; Part III: Meeting Broader Challenges Yet 7. Inspiration: Filling the Leadership Gap8. Influence: The Power to Change Things; 9. Integrity: The Challenge of Corporate Responsibility and Ethics That Matter to Customers; 10. International: Looking Beyond National Boundaries Because Customers Do; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; X
Sommario/riassunto	A revolution is taking place in the way companies organize and manage the 'front-end' of their organization, where it meets its customers. This book aims to provide insights into how this revolution is unfolding and to provide a framework for executives and management students to address the issues involved. - ;A revolution is taking place in the way

companies organize and manage the 'front-end' of their organization, where it meets its customers. Traditional concepts of sales management, account management, and customer service are being overtaken by initiatives like customer business develop

2. Record Nr.	UNINA9910825000103321
Titolo	The anthropology of Africa : challenges for the 21st century // edited by Paul Nchoji Nkwi
Pubbl/distr/stampa	Bamenda, Cameroon : , : Langaa Research & Publishing CIG, , 2015 ©2015
ISBN	9956-792-92-6
Descrizione fisica	1 online resource (656 p.)
Disciplina	301.096
Soggetti	Anthropology - Africa - History
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 at the end of each chapters.
Nota di contenuto	Cover; Title page; Copyright page; Table of Contents / Table des Matieres; Introduction. The Anthropology of Africa: Challenges for the 21st Century; Part I - Teaching Anthropology In the Decades ahead; 1. From Gateway to Gatekeeper: Anthropology: Yesterday, Today and Tomorrow; Abstract; Introduction; Anthropology as Foreign Agent; Between Universalism and Independence; Anthropology Today; Teaching and Learning Anthropology; Conclusion; References; 2. Anthropology at the University of Yaounde: A Historical Overview: 1962-1999; Introduction; What is Anthropology? The Creation and the Evolution of the University of YaoundeThe Status of Anthropology before the 1993 Reform; Profile of Staff of the Department of Sociology; The Teaching of Anthropology and 1993 University Reforms; Graduates in anthropology and the University of Yaounde 1; Conclusion: Which Way Forward?; References; Part II - Health Challenges: HIV/AIDS Anthropological Perspectives; 3. From Research to Intervention: The Input of Anthropology in Sexual Health and AIDS Prevention Program for Ethiopian Immigrant Adolescents in

Israel; Introduction; Sexual Health and AIDS Prevention

Sexual Health EducationAids Prevention; Conclusion; References; 4.

Genderisation of illnesses in Yoruba culture: implications for theory and method in Medical Anthropology; Abstract; Introduction; The Yoruba People; Method of Study; Results; Discussion; Conclusion; References;

5. Whither the institution of widow inheritance in the era of HIV/AIDS?

Tradition versus health; Abstract; Introduction: HIV/AIDS among the study population; The Luo family system provides fertile ground for inheriting widows; How widow inheritance could be a potential risk factor for HIV?

Conceptual scenario in widow inheritance and HIV

transmissionMethods; Data Collection; Results and Discussion; Whither the institution of inheritance?; Conclusion; References; 6. A Folk Model

of Malaria Causation among the Abagusii of South-western Kenya:

Implications for Malaria Treatment; Abstract; Introduction; Data and Methods; Findings and Discussion; Conclusion; Acknowledgement;

References; 7. The social and cultural aspects of health care delivery: a case study of clients' perspectives on indigenous medicines in Yaounde; Abstract; Methodology Of Study

Vendors' and client's socio-demographic profileKnowledge of indigenous drugs; Cultural representations; Client's representation and motivations; Economic factors; The categorisation of diseases;

Psychological factors and the impact of socialization; Socio-cultural considerations; The nutritional dimension of traditional medicine; The negative side effects of modern medicine; The influence of social

tensions; Case Study; The Implications For Health Care Delivery In

Africa; Conclusion; Acknowledgement; References; Part III - NGOs: Use and Misuse of Anthropology

8. Focus on the World Bank Safeguard Policies and the Chad-Cameroon Oil and Pipeline Projects
