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Programming to the Rescue?; Ready to Change?; Chapter 6: Liberating Your Organization; Hybrid Vigor for Business and IT; Break the Grips of Channels and Silos; Realign Executive Leadership; Redesign the Role of Customer Service; Rewire the CFO Function; Chapter 7: You Are Your Software-The Digital Imperative; Core Principles for Survival; Democratize How You Do Technology; Think in Layers; Use Analytics to Optimize Continually; From Dream to Reality  
Growing PressureYour Next Steps; Beyond the Twilight of the Brands; Notes; Index

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## Sommario/riassunto

Many companies across the globe will suffer over the next few years as there is an emerging generation of customers who hate doing business with them. Treffer calls this real and imminent threat the Customer Apocalypse. He argues that the connected consumer is giving birth to a new generation of customer who are blowing up the very notion of customer relationship management. They're not interested in a relationship, and they won't be managed. This customer expects to be in control rather than to be controlled, and they want to discover your product or service on their own, and s

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