

1.	Record Nr.	UNINA9910796442703321
	Titolo	Les Francais peints par eux-memes : Encyclopedie morale du XIXe siecle Province Tome III // Collectif [Ligaran]
	Pubbl/distr/stampa	[Place of publication not identified] : , : Ligaran, , 2015 ©2015
	ISBN	2-335-04299-8
	Descrizione fisica	1 online resource (544 pages)
	Disciplina	301.0944
	Soggetti	Sociology - France
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910966530103321
	Autore	Thomas Bill <1955->
	Titolo	Anticipate : know what your customers want before they do // Bill Thomas, Jeff Tobe
	Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2013
	ISBN	9781118417218 1118417216 9781283715133 1283715139 9781118420232 1118420233
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (226 p.)
	Altri autori (Persone)	TobeJeff
	Disciplina	658.8/342
	Soggetti	Customer relations Strategic planning
	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	Strategy: creating and destroying customer value -- Doing the right things for the wrong reasons -- Not all customers are good customers -- When customers speak who hears them? -- Input is vital but involvement multiplies the value -- It takes two -- Customer focus is a process, not an event -- Culture, the soft stuff is the hard stuff -- Managing change, performance & talent -- Leveraging your culture and value chain.
Sommario/riassunto	Design and implement the ideal customer focus Anticipate provides business readers with a practical how-to approach for taking their customer-supplier relationship to one that is more sustainable and more mutually profitable. Much of the discussion on customer experience has centered on the hospitality or retail industries and has showcased the discrete techniques organizations use to deliver better service and create more satisfied customers. Anticipate extends and integrates those techniques to deliver an end-to-end customer experience that can be applied