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Autore	He Xuefeng <1968->
Titolo	Improving village governance in contemporary China / / Xuefeng He ; translated by Jingyuan Yuan
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ISBN	90-04-44828-4
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Collana	Social Sciences of Practice ; ; Volume 7
Disciplina	320.80951
Soggetti	Local government - China Villages - China China Rural conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Based on an in-depth investigation of different regions of China's vast countryside, Improving Village Governance in Contemporary China vividly describes rural governance mechanisms against the background of China's rapid urbanization. China's rural areas vary greatly from region to region with respect to the pace and mode of change. Rural governance in China is decided by how the state transfers resources to villages, and by the linkage between the transfer style and the specific situation of each village. Only when grassroots governance is based on rural democracy (with peasants as the core) can villages become more harmonious.

2. Record Nr.	UNINA9911020443503321
Autore	Kraus Jim (President of Buyer Persona Institute)
Titolo	Buyer personas : gain deep insight into your customers' buying decisions and win more business / / Jim Kraus and Adele Revella
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ISBN	9781394308699 1394308698 9781394236343 1394236344
Edizione	[Revised and expanded [edition].]
Descrizione fisica	1 online resource (237 pages)
Altri autori (Persone)	RevellaAdele
Disciplina	658.834
Soggetti	Consumer behavior Marketing - Management
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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	<p>Introduction: Listen First, Then Speak -- Understanding Your Buyer's Story -- More Than Just a Profile of Your Prospective Buyers -- Will This Approach Work for You? -- How the Book Is Organized and What's New -- Part I The Art and Science of Buyer Personas -- Chapter 1 Understanding Buying Decisions and the People Who Make Them -- Where Buyer Profiles Fall Short -- What a Family Vacation Can Teach Us About the Buying Decision -- Some Background -- My Mindset -- The Initial Search -- Evaluating Options -- The Decision -- How Lagoon Oasis Earned My Business -- Focus Your Buyer Personas on the Buying Decision -- High-consideration Buying Decisions -- Multiple Stages in the Buying Journey -- Types of Buying Insights Needed -- Next Steps -- Chapter 2 Focus on Insights That Guide Marketing and Sales Enablement -- A Unique Opportunity -- Why Interested Buyers Don't Buy -- What the Best Sellers Do to Overcome Buyer Indecision -- The Marketer's Opportunity and a Dilemma -- Buying Situation 1: Choosing the Best Option (No Customer Inaction Present) -- Buying Situation 2: Inability to Make a Decision -- Buying Situation 3: Preference for the Status Quo -- 5 Rings of Buying Insight Define Your Buyer Persona --</p>

Buying Insight 1: Priority Initiatives -- Buying Insight 2: Success Factors -- Buying Insight 3: Perceived Barriers -- Buying Insight 4: Decision Criteria -- Buying Insight 5: Buyer's Journey -- Chapter 3 Decide How You Will Discover Buyer Persona Insights -- A Straightforward Approach to a Complex Question -- One-on-One Interviews -- Recent Buyers -- Is This Another Kind of Qualitative Research? -- Using Salespeople to Build Buyer Personas -- Survey Research Will Enhance Your Buyer Personas -- How Social Media Contributes to Buyer Personas -- How Does AI Fit In?.

Part II Interviewing for Buying Insights -- Chapter 4 Setting Up Your Buyer Persona Study -- Persuade Stakeholders That You Need Buying Insights, Not "Buyer Personas" -- Overcome the "We Know Our Buyers" Objection -- When You Don't Have Time for Buyer Persona Interviews -- How to Design Your Buyer Persona Study -- Study Design Question #1: What Buying Decision Will Be the Focus of Your Buyer Persona? -- Study Design Question #2: What Are the Key Characteristics of the Prospective Buyers You Are Targeting? -- Study Design Question #3: Which Buyers Should You Interview as Part of Your Study? -- Buyer Persona Case Study: Buying an MRI Machine -- An MRI Machine Is a High-consideration Buying Decision -- Designing the MRI Machine Buyer Persona Study -- Chapter 5 Gain Permission and Schedule Buyer Interviews -- Use Your Sales Database to Find Buyers to Interview -- Sometimes You Want to Avoid Your Internal Database -- Using Professional Recruiters to Set Interview Appointments -- Which Buyer Should You Interview? -- Interview Buyers Who Chose You as Well as Those Who Didn't -- Buyer Group 1 -- Buyer Group 2 -- Buyer Group 3 -- Buyer Group 4 -- Contacting Buyers to Request an Interview -- Making Initial Contact via Phone -- Following Up with E-mail -- Knowing When to Move On -- Chapter 6 Conduct Probing Buyer Interviews -- Who Should Conduct the Interview? -- Prepare for Your Buyer Interview -- Get It on the Record -- "Take Me Back to the Day . . ." -- Use Your Buyer's Words to Probe for Insight -- Go Slowly to Capture the Whole Story -- Ask Questions That Keep the Conversation Flowing -- Case Study: An Example Interview with Tim -- Look for Insight When Buyers Use Jargon -- Make Your Questions About Your Impact Count -- Probing on Who Influences the Decision -- Asking About the Perceived Value of Your Differentiators.

When Features Affect Decisions, Look for Insight -- Be a Respectful Listener -- Part III Creating Your Buyer Persona -- Chapter 7 Mine Your Interviews for Buying Insights -- You Need Fewer Interviews Than You Think -- Steps for Developing Buying Insights from Your Interviews -- Step 1: Mark Up Your Interview Transcripts -- Step 2: Organize the Story Based on Buying Insights -- Step 3: Summarize the Main Point of Each Quotation -- Step 4: Select Buyer Quotes for Each Buying Insight -- Using AI to Mine Your Interviews for Insights -- Chapter 8 Communicate Buying Insights for Impact -- Presenting the 5 Rings of Buying Insight to Others -- Building the Buyer Profile -- Identify Top Themes That Will Resonate with Buyers -- Chapter 9 Conduct Survey Research to Enhance Buying Insights -- Ways to Enhance Your Buyer Persona with Survey Research -- Confirm the Accuracy and Validity of Your Buyer Persona -- Determine Which Buyer Expectations Are the Most Important -- Test Value Proposition and Market Messaging Concepts -- Identify and Understand Buyer Segments -- Who Should You Survey? -- Surveying Recent Buyers and Prospective Buyers -- Part IV Aligning Your Strategies to Win More Business -- Chapter 10 Decide What to Say to Buyers -- Will Your Current Approach Work? -- Hold a Messaging Strategy Workshop -- Ask for Pre-meeting Contributions

-- Develop a Complete List of Capabilities That Matter -- The Moderator Is a Proxy for the Buyer -- Apply Two Filters to Identify Message Themes and Proof Points -- Evaluate Your Capabilities vs. the Competition's -- Assess the Relative Value of Your Capabilities to Buyers -- Bring in the Copywriters and Creative Teams -- Chapter 11 Adjust Strategies to Deliver the Knowledge and Experience Buyers Want -- Empathize with Buyers Through Priority Initiatives -- Build Buyer Trust and Confidence Through Success Factors. Differentiate Through Perceived Barriers -- Answer Important Buyer Questions Through Decision Criteria -- Design Marketing Activities to Enable Your Buyer's Journey -- Prioritize Assets That Align with the Buyer's Journey -- Changing the Conversation with Salespeople -- Share Insights, Not Buyer Personas -- Deliver Buying Insights Through Sales Playbooks -- Chapter 12 Start Small, with an Eye to the Future -- Where to Begin Your Buyer Persona Initiative -- How to Earn Your Stripes as a Strategic Resource -- Communicating Insights That Affect Other Teams -- Using Buyer Personas to Guide Strategic Planning -- Start Small and Make a Difference -- Acknowledgments -- About the Authors -- Index -- EULA.

Sommario/riassunto

Building on the groundbreaking success of the first edition, this newly revised and updated version of Buyer Personas enables marketers to stop wasting time and resources on their best guesses and start drilling down to understand what buyers truly care about—then harness this newfound knowledge to create strategies and messages that break through the clutter and reach buyers on their level. In a world where buyers frequently struggle to get the information they need to evaluate competitive alternatives and feel confident in their choices, this book lays out a step-by-step approach used by hundreds of companies to understand what buyers want to know and experience as they search for a solution to meet their needs, weigh their options, and make a buying decision.
