

1. Record Nr.	UNISA996384132703316
Autore	Bunyan John <1628-1688.>
Titolo	The holy war, made by Shaddai upon Diabolus, for the regaining of the metropolis of the world, or, The losing and taking again of the town of Mansoul [[electronic resource] /] / by John Bunyan .
Pubbl/distr/stampa	London, : Printed by the assigns of B.A. and sold by Nat. Ponder ..., 1696
Descrizione fisica	[8], 350, [1] p. : ill
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	<p>Wing "third" edition.</p> <p>"An advertisement to the reader" (t.p. verso) is a poem by Bunyan in which he defends his authorship of Pilgrim's progress.</p> <p>Marginal notes.</p> <p>Error in paging: p. 167 misprinted 177.</p> <p>Imperfect: pages faded, taped, and tightly bound, with print show-through and some loss of print.</p> <p>Reproduction of original in Bodleian Library.</p>
Sommario/riassunto	eebo-0014

2. Record Nr.	UNINA9910735384303321
Autore	Brooks Margaret
Titolo	Developing B2B social communities : keys to growth, innovation, and customer loyalty / / Margaret Brooks, J.J. Lovett, Sam Creek
Pubbl/distr/stampa	New York : , : CA Technologies Press : , : Apress, , 2013
ISBN	1-4302-4714-2
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (xiv, 187 pages) : color illustrations
Collana	Gale eBooks
Disciplina	004 338.47004 658.827
Soggetti	Business - Data processing Communication in marketing Internet marketing
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	<p>""Contents""; ""Foreword""; ""About the Authors""; ""About the Technical Reviewer""; ""Acknowledgments""; ""Preface""; ""Chapter 1: The Human Need to Connect""; ""From the Political Animal to the Social""; ""Hardwired to Socialize""; ""Updating the Status of Your Nucleus Accumbens""; ""Trusting the Crowd""; ""We Can Rebuild Him. We Have the Technology Better Stronger Faster.""; ""Back in the Conference Room""; ""Return on Investment""; ""Competition""; ""New Technologies and the Rise of Social Media""; ""Your Company Is Made Up of People, Just Like Your Customers""; ""Summary""</p> <p>""Chapter 2: Community as the Centerpiece for Customer Engagement""""The X-Factor: What Makes for a Successful Community?""; ""Step 1: Due Diligence""; ""Step 2: Business Planning""; ""Step 3: Make the Decision: Yes or No? Should We Take the Plunge?""; ""Step 4: Community Planning""; ""Next, the Who Question""; ""Now to Answer the What Question""; ""Finally, Answering the How Question""; ""Step 5: Opening Activities""; ""Step 6: Launching the Community""; ""Step 7: Monitor, Sustain, and Evaluate Success""; ""Step 8: Continuous Improvement""</p> <p>""Online Community: The Base for Social Engagement""""Summary"";</p>

""On-Domain Platform Requirements Checklist""; ""End User
 Functionality""; ""Considerations Summary Chart""; ""Chapter 3:
 Community Models""; ""Showing Your Cards: Which Privacy Model Is
 Right for Your Community?""; ""Public Communities""; ""Private
 Communities""; ""Hybrid Communities""; ""How Will Your Community Be
 Governed?""; ""Internal Governance""; ""Externally Governed
 Communities""; ""Hybrid Governance Models: The Best of Both
 Worlds?""; ""Which Finance Model Is Right for Your Community?"";
 ""Summary""
 ""Chapter 4: Life Cycle and Maturity Models for Online Communities""
 A Four-Stage Community Life Cycle Model""; ""Onboarding State"";
 ""Established State""; ""Mature State""; ""Mitotic State""; ""An Alternative
 Four-Stage Community Life Cycle Model""; ""Strategy""; ""Leadership"";
 ""Culture""; ""Community Management""; ""Content and Programming"";
 ""Policies and Governance""; ""Tools""; ""Metrics and Measurement"";
 ""Assessing Your Community Maturity""; ""Summary""; ""Chapter 5:
 Community Management""; ""An Investment in Social Capital"";
 ""Community Management Active and Passive""
 ""Desirable Traits Found in Successful B2B Community Managers""
 Where Do I Look?""; ""Racing A Team Effort Much Like Community
 Management""; ""Don't Forget Content""; ""The Established Principles of
 Community Management""; ""Why Communities Fail""; ""Reasons
 Communities Fail""; ""Community Focused Around an Uninteresting
 Topic or Incorrect Audience""; ""Lack of Dedicated Community
 Management Efforts""; ""Unclear Mission, Purpose, Goals, and
 Measurements""; ""Lack of Content Nothing to Interact On"";
 ""Technology Platform Does Not Support Community Needs""
 ""The Business Need for the Community Ends""

Sommario/riassunto

Developing B2B Social Communities: Keys to Growth, Innovation, and Customer Loyalty explains why business-to-business companies need a robust online community strategy to survive and flourish in today's changing economy and shows you how to design and execute your company's strategy successfully. Seminars, publications, market research, and customer care centers remain important tools in every B2B firm's toolbox for understanding, attracting, and serving customers while keeping them loyal. But in a world of fierce global price competition, increasing transparency of business practices, and ever-rising complexity, these traditional customer interaction channels are no longer enough for most B2B companies. That's why smart organizations—both large and small—are tapping into online communities to gain a huge competitive advantage: the ability to get much closer to customers and become more valuable to them.

Developing B2B Social Communities delves into the generators of business value in online communities: immediate customer access to expert information within the company and from other customers; inexpensive delivery of custom technical help; demonstrations of how customers can get the most from their products; and forums where customers can share tips, air gripes, reveal unmet needs, and suggest improvements. Three veteran community managers show you how to harness the knowledge of the crowd to help shape your company's strategic direction, develop new products and services, identify trends, sell more, serve customers more efficiently, and provide better product support. Fleshing out precepts with real-world examples and case studies, the authors detail the transformational opportunities—and pitfalls—for creating online communities.