

1. Record Nr.	UNINA9910456203703321
Autore	Bacon Terry R
Titolo	The behavioral advantage [[electronic resource] ] : what the smartest, most successful companies do differently to win in the B2B arena / / Terry R. Bacon and David G. Pugh
Pubbl/distr/stampa	New York, : AMACOM, c2004
ISBN	0-8144-1313-7
Edizione	[1st edition]
Descrizione fisica	xi, 308 p. : ill
Altri autori (Persone)	PughDavid G <1944-> (David George)
Disciplina	658/.001/9
Soggetti	Organizational behavior Organizational effectiveness Strategic planning Selling - Psychological aspects Customer relations Industrial management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The death of selling -- The changing world of buying and selling -- The chemistry of preference -- Checkmate! : how business development is like chess -- Opening game : conditioning the market -- Middle game : conditioning the customer -- Middle game : building a powerful position -- Late middle game positioning -- End game : conditioning the deal -- Creating a behavioral differentiation strategy -- We are finding it increasingly difficult.
Sommario/riassunto	In their book Winning Behavior, Terry Bacon and David Pugh showed how great companies outperform good ones through "behavioral differentiation" -- going beyond superior products and dependable service to connect with customers at every touchpoint. The Behavioral Advantage broadens the concept, applying behavioral differentiation to the business-to-business arena. The best B2B companies depend on a multifront approach to business interaction, and The Behavioral Advantage reveals the secrets behind what is essentially a chess game with competitors. To win the game, companies must develop a carefully

plotted opening game, with all internal values, policies, practices, and behaviors fully aligned. A smart and efficient middle game lets the company build and strengthen its position, and the endgame assures victory and lays the groundwork for future business. Just as individual customers do, B2B customers remember those companies whose behavior consistently and significantly outshines even strong competitors. These firms create a lasting advantage -- and reap the profits that come with it.

2. Record Nr.	UNISA996396900503316
Autore	Banks John <1637-1710.>
Titolo	An epistle to Friends [[electronic resource] ] : shewing the great difference between a convinced estate and a converted estate, and between the profession of the truth and the possession thereof : with the comfort and sweetness to the soul it affordeth : with a few words of good counsel and wholesome advice both to parents and their children // by John Bank
Pubbl/distr/stampa	London, : Printed and sold by T. Sowle, 1692
Descrizione fisica	20 p
Soggetti	Society of Friends
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in the Harvard University Library.
Sommario/riassunto	eebo-0062