

1.	Record Nr.	UNISALENTO991003090369707536
	Autore	Costabile, Michele
	Titolo	Il capitale relazionale : gestione delle relazioni e della customer loyalty / Michele Costabile
	Pubbl/distr/stampa	Milano : McGraw-Hill, [2001]
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	Descrizione fisica	xii, 261 p. ; 24 cm
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	Soggetti	Aziende - Rapporti con la clientela
	Lingua di pubblicazione	Non definito
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	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910678255103321
	Autore	Zhao Yanyun
	Titolo	Study on China's Industrial Competitiveness // by Yanyun Zhao
	Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2023
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Industrial Competitiveness -- Research on China's Industrial Cluster Competitiveness -- Analysis of China's Input-Output International Competitiveness -- Research on Soft International Competitiveness of China's Enterprise Management -- Assessment and Analysis of China's Manufacturing International Competitiveness -- Assessment and Analysis of International Competitiveness -- Assessment and Analysis of basic International Competitiveness of China's Manufacturing Industry -- Foreign Trade Development of China's Industrial Sector and Its International Competitiveness -- Industrial Competitiveness among China's Industrial Sectors and Sector Selection -- Research on Industrial Competitiveness of China's Service Sector -- Research on Industrial Competitiveness of China's Tourism Sector -- Research on Industrial Competitiveness of China's Culture Sector -- Research on Industrial Competitiveness of China's Environmental Protection Sector -- Research on Industrial Competitiveness of China's Agricultural Sector.

Sommario/riassunto

This book builds an information platform on China's industrial competitiveness, providing scientific design and application case studies for integrated analysis and decision-making facilities and mechanisms for enterprises, industries, financial institutions and governments, which can make up for the lack of adequate information in China's market operations, especially the problems of duplicate construction and vicious competition aggravated by the lack of systematically processed industrial information. This book not only pursues innovation in technical methods and application theories but also pursues the collection, processing and collation of relevant domestic and international data and development and application so as to provide primary results for an industrial competitiveness database adapted to government management needs. The research is closely related to the actual problems in China and extensively uses statistical data to make various model analyses, which has a relatively sizeable academic value.
