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Autore	Magnini Vincent P.
Titolo	Surprise! : The secret to customer loyalty in the service sector / / Vincent P. Magnini
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-63157-103-6
Edizione	[First edition.]
Descrizione fisica	1 online resource (138 p.)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.812
Soggetti	Service industries - Customer services Customer relations Surprise
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 111-119) and index.
Nota di contenuto	Part I. Your customers are usually not paying attention -- 1. Information overload -- 2. Script deviation -- Part II. Surprise! -- 3. Stories from the hotel sector -- 4. Surprises in many forms -- 5. Novel surprise ideas -- Part III. Generating surprise ideas: an employee's perspective -- 6. Employees' motivation to surprise -- 7. Employees' ability to surprise -- 8. Expertise awareness in organizational relationships -- 9. Expertise access in organizational relationships -- Part IV. Generating surprise ideas: a customer's perspective -- 10. Rapport building with your customers -- 11. Feedback from your customers -- 12. Scanning the business environment for surprise ideas -- Final thought: 3 + 4 = 9 or 10 -- About the author -- Notes -- References -- Index.
Sommario/riassunto	Modern consumers are bombarded with information from every angle. They can't handle it and, consequently, tune-out large portions of the information. Therefore, in order to gain their full attention, firms must find ways to surprise them during transactions--spawn mental script deviations for them. Research indicates that these script deviations can cement their loyalty. Therefore, Surprise! The Secret to Customer Loyalty in the Service Sector details how to create a surprise culture in a service firm.

2. Record Nr.	UNISALENTO991004356637507536
Autore	Dallin, David J.
Titolo	I sovietici e l'Estremo Oriente : [la russia e la guerra nel pacifico, la cina senza pace, le due coree] / David J. Dallin
Pubbl/distr/stampa	Milano : Rizzoli, 1950
Titolo uniforme	Soviet Russia and the far east 1170330
Descrizione fisica	XI, 405 p. : c. geogr.
Collana	Politeia
Altri autori (Persone)	Rizzini, Oreste
Disciplina	951.055
Soggetti	Russia Rapporti [con la] Cina 1930-1945 Russia Rapporti [con il] Giappone 1930-1945
Lingua di pubblicazione	Italiano
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