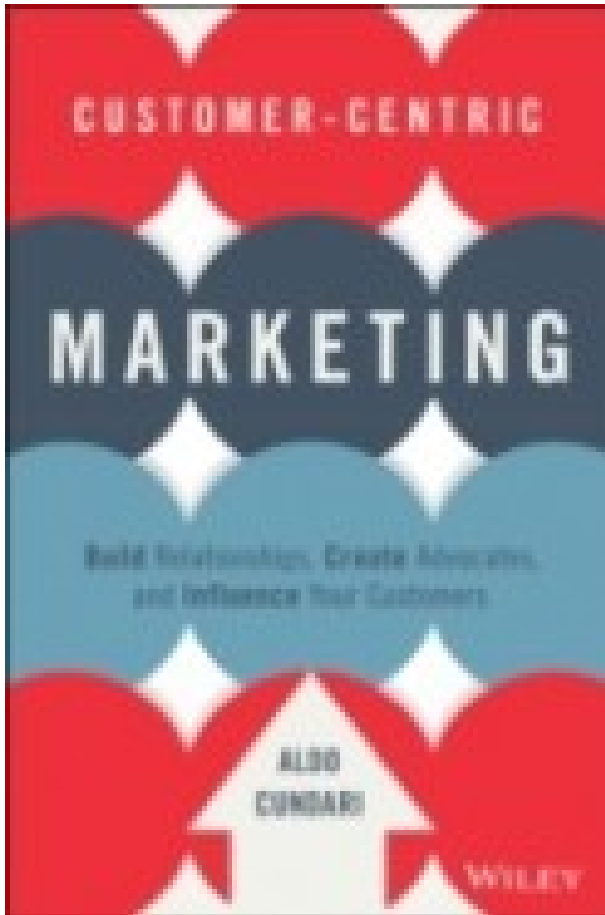


Customer-Centric Marketing



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The practical, expert guide to reaching the new consumer Customer-Centric Marketing is a comprehensive game plan on succeeding in the new marketing landscape by focusing on the customer. Written by one of Canada's top communications pioneers, this book examines the complex forces influencing the rise of empowered and demanding customers and outlines a framework that helps marketers exploit these forces to engage them. You'll find actionable advice to help you pull together these seemingly independent elements to create a customer-centric business model that is ideally positioned to take on the dynamic requirements of today's marketing environment, and learn the strategic rules that CMOs can use to model their organizations to win. Valuable insights on customer experience, innovation, content, social media, and operating strategies will help you formulate a workable plan, and when combined with the practical guidance and expert advice, enable you to put your plan into action today. The new purchasing journey has created a whole new set of customer touch points with unique needs, and has identified key activity areas that drive success or failure in the marketplace.

This guide helps you sort it all out, and make your organization rise to the top.

* Define the new customer-purchasing journey * Identify and influence the new consumer * Engage, nurture, and utilize brand advocates to spread your message * Position your organization to win in the new

marketplace As customers evolve, smart companies evolve with them, and, with a track record that speaks for itself, putting the customer at the center of strategic thinking is the key to a winning plan,. Consumer evolution is happening more rapidly than ever before, and keeping your organization out in front has never been more important. Customer-Centric Marketing provides the concrete framework, expert insight, and actionable advice that turns strategy into reality.

Vår pris 674,-(portofritt). Kategori: Salg og markedsføring. Isbn 9783640338092 Sopra Steria - Forretningrådgiver Customer Centric Management. • Mastergrad eller tilsvarende innen marketing, økonomi, ledelse eller liknende Balaji C. Krishnan is an Associate Professor in the Department of Marketing and Supply Chain. Demographics, Outsourcing, and Customer Centric Marketing ∴ Vil du være med å bygge Norges beste Customer Centric Management miljø?. • Mastergrad eller tilsvarende innen marketing, økonomi, ledelse eller liknende Fred Selnes is a professor of Marketing at BI Norwegian School of Management in Oslo. (e.g. market orientation, customer centric, team-creativity). The antecedents and consequences of customer-centric marketing. Journal of the Academy of Marketing Science, 28: 55–66. Thorbjørnsen, H.

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Customer Success Manager. We are looking for a customer centric. offering innovative and customer-centric information technology services and solutions. Marketing 26. Salg 111. Salgsledelse 33.

Telemarketing 6. Undervisning. Mindful consumption: A customer-centric approach to sustainability. Journal of the Academy of Marketing Science, 39(1), 21–39.