

Read Book Chief Customer  
Officer Getting Past Lip Service  
To Passionate Action

# **Chief Customer Officer Getting Past Lip Service To Passionate Action**

We weten allemaal dat het

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moeilijk is om te veranderen. Het kost veel tijd en vaak geven we op bij de eerste tegenslag. Maar waarom zien we wel de beren op de weg en niet de bestemming? Deze vraag beantwoorden Chip en

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Dan Heath in dit fascinerende boek. We hoeven slechts te begrijpen hoe onze hersenen werken om snelle veranderingen in ons gedrag te realiseren. Op basis van wetenschappelijke studies en

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opmerkelijke casestudy's laten ze zien dat ogenschijnlijk simpele methodes leiden tot fantastische resultaten. The Customer is the ultimate driver of a business. Customers buy products and

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services that give them more value and this value is what gives one company the winning edge over another. Using the unique Customer-in-Center concept, this pathbreaking book explains

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how investing in Customer Value can increase the market share and profitability of a company. It shows companies how they can be driven by Customers and their needs, and how sustained business

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success can be achieved through Customer Value Investment. In addition to clearly explaining key terms and basic concepts—insightfully illustrated with caselets,

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tables, graphs and key points in each chapter—the book explains how companies can:

- Move beyond Customer management and satisfaction to loyalty
- Become market leaders and improve business



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results - Understand the value they provide to Customers - Improve service quality and loyalty - Set up Customer-Circles and build Customer Conduits - Understand competitive strategies and pre-

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empt competition - Measure Customer capital

Iedereen is klant. En iedereen heeft wel één of meerdere favoriete ondernemingen waar hij zelfs een enthousiaste klant is. Jij ook. Bij die bedrijven

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heb je Customer Delight ervaren. En wat doet dit met je? Je komt er terug voor meer aankopen, je prijst het bedrijf aan bij vrienden en je let goed op dat je op tijd betaalt. Toch? Als mkb'er of manager van

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mensen met klantcontact, zou je veel van dit soort enthousiaste klanten willen hebben. Dat kun je bereiken met behulp van een Customer Delight-strategie. In het boek Positief verrast gidst Marieke

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van der Laan je op speelse wijze door de noodzakelijke achtergrondkennis van Customer Delight. Ze bespreekt verder 8 praktische instrumenten die je input geven om de Customer Delight-

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strategie succesvol te implementeren in je eigen organisatie. Concrete en inspirerende voorbeelden van dertien referentiebedrijven illustreren en ondersteunen deze theorie en praktische

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instrumenten. Je kunt morgen al aan de slag.

The world is changing. So is the Customer. Companies have to reinvent themselves and transform their business thinking to take advantage of

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such changes, and they must do so by focusing on the most important part of their business: the Customer. Doing so will build sustainable competitive advantage, Customer loyalty and market



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share, and shareholder wealth, and this book discusses and teaches how This book expands the realms and the understanding of Customer Value Management (CVM), and creates a new management

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concept, that of Total Customer Value Management (Total CVM). Total CVM teaches how to align the entire company to the Customer. Business strategy flows from the Customer strategy, and the

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Customers drive the organization to greater profit. Total CVM expounds the value of employees and building their self esteem, awareness and engagement, and expands the concept of Customer

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Circles and continuous  
Customer Improvement  
Programs and understanding  
and measuring Customer  
Value Added. Insightfully  
illustrated with case studies,  
caselets, tables and graphs,

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this book illustrates how big companies in India, like Tata and Godrej, are embracing Total CVM to effect organizational transformation and change in business thinking. The author has

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utilized a reader-friendly storytelling approach and a dialogue format to help the reader relate to the characters and their roles, and learn positively from the experiences described in the

## Read Book Chief Customer Officer Getting Past Lip Service To Passionate Action book.

The customer is not always right. Far from it. What the customer wants is often at odds with what is best for the business or brand. Adam draws on his years of creative

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agency experience, the wisdom of other voices, as well as marketing science to outline the dangers of listening to the customer too much and reveals what you can do about it. This book will



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show you how to build a strong brand or business. Crafting Customer Experience Strategy: Lessons from Asia looks at how Customer Experience Management can be vital in providing a

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competitive advantage for businesses. This is essential reading for marketing scholars and practitioners looking for insights into improving their customers' experiences. Effective communication

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through authentic leadership A rapidly evolving workplace and disruptive technologies have created a growing demand for transparency and authenticity in communication from business leaders. Yet

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many decision-makers find themselves far behind the curve when it comes to understanding and meeting the evolving expectations of employees and customers. Real Communication: How to

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Be You and Lead True reveals how to guide and communicate in a way that is authentic and will help business leaders truly connect and engage with their teams, customers, and coworkers. •

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Communicate more effectively

- Improve employee engagement
  - Manage organisational changes
  - Help teams cope with change
- When employees trust their leaders, businesses thrive. In Real

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Communication you will find everything you need to implement new strategies, instill core values, and cultivate engagement. The information age has engendered boundless

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business possibilities in the digital space as organisations big and small race to connect with customers across the globe. Their No. 1 aim: to build trust and attract buy-in through creative and



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intelligent digital customer relationship management (CRM) initiatives. A good deal of literature has been written on digital CRM, however, arguably none has been penned through the lens of

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Asian perspectives. In Digital CRM, author Danny Condecido methodically unfolds what is needed to build long-term relationship via CRM with consumers in Asia and beyond. Considered by many

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as a leading Asian CRM expert, readers will be guided to the newest thinking, strategies, developments, and technologies in CRM. Comprehensively and authoritatively articulated, this

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easy-to-read book is geared not only towards corporate executives with mega-investments in CRM but also businessmen running successful local companies and bootstrapping start-ups.

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Digital CRM aims to inspire and direct readers to embark on the delightful path of creating long-lasting recipe of actionable strategies for marketing, sales, and service to ultimately win today's

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digitally savvy customers.

How Innovative Companies

Are Reducing Churn and

Growing Recurring Revenue

Would You Do That to Your

Mother?

Try Hearing Your Brand

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Instead

Your Customers' Perception of  
Quality

The CMO's Periodic Table  
Customer Experience

Management - 111 Tipps zu  
Touchpoints, die Kunden

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[begeistern](#)

[Why Every Aspect of Your  
Business Model Needs A  
Paradigm Shift](#)

[The Customer Service  
Revolution](#)

[The Chief Data Officer's](#)



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Playbook

Handbook of Research on  
Business Ethics and

Corporate Responsibilities

De kracht van het moment

Getting it Right!

Geospatial Research:

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Concepts, Methodologies,

Tools, and Applications

How Leading with Heart Uplifts

Teams and Organizations

Real Communication

*Drawing on her first-hand  
experience at top companies*

# Read Book Chief Customer Officer Getting Past Lip Service To Passionate Action,

*as diverse as Lands' End and Microsoft, Jeanne Bliss explains why even great corporations can drift to delivering mediocrity to customers, and she offers a proven solution to break the cycle. Different divisions*

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*and departments in corporations can fail to communicate and act as a team—they create silos instead of a superior customer experience. Jeanne Bliss shows in stark detail how profits suffer when*

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*businesses focus on their  
organizational charts and  
not their customer  
relationships. This book  
provides leaders the tools  
and information they need to  
overcome organizational  
inertia and deliver a*

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*meaningful customer experience. The author includes diagnostics to determine if a company's core strengths, metrics, and systems improve or harm customer relationships. With all these tools, leaders can*

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*address the organizational challenges they face with an exhaustive review of the Chief Customer Officer role and an evaluation to determine the right solution for their culture and company.*

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*Produkte und*

*Dienstleistungen werden  
immer austauschbarer.*

*Unternehmen suchen nach  
Alleinstellungsmerkmalen,  
die ihnen die Möglichkeit  
geben, sich von Mitbewerbern  
zu unterscheiden und sich*



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*gegenüber Kunden wie Mitarbeitern zu profilieren. Eine Lösung: Customer Experience Management (CXM bzw. CEM), denn professionelles CXM macht aus Kunden wie Mitarbeitern begeisterte und emotional*

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*gebundene Markenbotschafter,  
die Empfehlungen aussprechen  
und sich positiv an Ihre  
Erlebnisse erinnern. Das  
wirkt sich direkt auf den  
Umsatz aus! Und das ist  
nötig, denn Produkte und  
Dienstleistungen alleine*

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*werden immer austauschbarer.  
Statt entscheidungsrelevante  
Kontaktpunkte dem Zufall  
oder einzelnen Mitarbeitern  
zu überlassen, werden diese  
konsequent und strukturiert  
„bespielt“. So wird die  
„alte“ Währung*

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*Kundenzufriedenheit durch neue Begriffe erweitert: NPS (Net Promotor Score), Loyalität und emotionale Bindung sind Messgrößen des CX Ansatzes - sowohl intern als auch extern. In Deutschland fristet das CXM*

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*- außer in wenigen Konzernen  
- noch weitgehend ein  
Schattendasein. Dies ist im  
englischsprachigen Raum  
völlig anders. Dort wird CXM  
seit längerem als  
strategischer Ansatz und  
Erfolgsmodell in vielen*

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*Branchen genutzt. Für das  
Buch führte die Autorin  
Interviews mit Experten aus  
führenden angelsächsischen  
Unternehmen aus  
verschiedenen Branchen und  
Unternehmensgrößen. Das  
kondensierte Know-how ist in*

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*diese Best-Practice Sammlung  
eingeflossen, die zeigt •  
welche CXM-Bausteine es  
gibt • was bei der  
Implementierung und  
Anwendung zu beachten ist •  
welche Fehler zu vermeiden  
sind • welche Tipps*

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*beherzigt werden sollten und*

- wie Sie/Ihr Unternehmen einen maximalen Nutzen aus CXM ziehen. Das Buch vermittelt somit - mit nur so viel Theorie wie nötig - den Fahrplan, wie Unternehmen CXM erfolgreich*



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*als strategische  
Erfolgssäule implementieren  
und nutzen können. Es macht  
auch deutlich, dass CXM ein  
mittel- bis langfristiger  
Ansatz ist, der einen  
Kulturwandel im Unternehmen  
bedeutet!*

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*"The authors have the uncommon knack of taking the complex and explaining it in a clear, compelling way. I recommend it if you want to learn the principles of strategic communications and get structured suggestions*

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*to create better campaigns."*  
*Dave Chaffey, Co-founder and  
Content Director, Smart  
Insights This book has the  
strongest focus of online  
and offline integration of  
any marketing communications  
textbook. A blended approach*

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*to marketing is in its DNA.  
Compared to the competition  
that too often uses a bolts-  
on approach to integration,  
this book is essential for  
giving students the precise  
skills employers will look  
for - to be able to*

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*implement genuinely  
integrated marketing  
campaigns. This new, seventh  
edition combines  
professional and academic  
expertise to ground big  
picture theory into real-  
world case studies, drawing*

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*from cutting-edge global companies like Snapchat and Spotify, that will teach students the why behind the how. With increased focus on social media and the latest digital technologies, this new edition will teach*

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*students: - How AI, the Internet of Things, Big Data, AR/VR and marketing automation can be used successfully in campaigns - The opportunity and risks of social media - How to navigate ethical and data*

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*management challenges - How to use the current preferred digital marketing tools and technology Covering the key themes of customer engagement, experience and journey, this book will allow students to become*



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*truly confident working in  
an environment of ongoing  
technological  
transformation.*

*Starr Carters beste vriend  
Khalil wordt doodgeschoten  
door een politieagent.*

*Khalil had geen wapen op zak*

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*maar was 'vermoedelijk' een  
drugsdealer. Verslagen door  
emoties probeert Starr  
zichzelf te herpakken in een  
samenleving vol  
ongelijkheid. De armoedige  
buurt waarin ze woont geeft  
een groot contrast met de*

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*school waar ze elke dag  
naartoe gaat. Overleven in  
deze twee werelden wordt  
steeds lastiger en de  
waarheid spreken krijgt een  
hoge prijs.*

*Raising the Bar on Service  
Excellence concentrates on*

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*five crucial leadership actions that will shift your organization from good to great. Once again, Baird pushes the reader out of the theory mode and into action. Each chapter features case examples and concludes with*

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*specific leadership action steps that will bring the organization closer to living the mission, vision, values and brand promise. How organisations can drive growth in the Customer Economy The Digital*

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*Revolution has changed the  
business landscape in  
remarkable ways and will  
continue to do so.*

*Organisations across  
industries and around the  
world are being disrupted  
and digitised at increasing*

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*pace - putting far more power in the hands of both customers and end-consumers. The traditional inside-out, functionally-siloed business model, typical of the product and sales-led growth era is over. The Customer*

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*Catalyst shows how organisations can put customers truly at the heart of their business and catalyse genuine, sustainable growth. Future business models are no longer about functions -*



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*they are beginning to revolve around customers. Customer-led companies will, over time, unpack their static functional activities and transform their structure. Customer advocates already wield*

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*massive influence in a customer's buying process, and this is only set to increase. This is already changing the role and nature of business functions and Sales is no longer seen as the only source of growth.*

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*The Customer Economy is placing greater demands on businesses and offers greater rewards to the businesses that meet and exceed customer expectations. This invaluable book will enable*

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*readers to: Lead their  
organisations to more  
profitable and sustainable  
growth Transform their  
organisations to become  
truly customer-centric with  
the C-change growth engine  
Explore in-depth stories*

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*from leaders of companies  
such as Zoom, Signify,  
Starling Bank, Ritz Carlton,  
Microsoft and Finastra with  
frank advice and practical  
steps to achieve success  
Help their companies adapt  
to, and profit from, the new*

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*realities of the Customer Economy Gain important insights from business leaders on best practice in key customer-centric growth areas The Customer Catalyst shows businesses how to survive the transition to*

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*the Customer Economy,  
transform to align around  
today's dynamic customer  
needs, and ultimately, drive  
sustainable business growth.  
If leaders aren't  
integrating their digital  
offerings into a philosophy*

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*of Customer Success, they will be defeated in the next decade, because technical excellence and other traditional competitive advantages are becoming too easy to imitate. The Customer Success Economy*



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*offers examples and specifics of how companies can transform. It addresses the pains of transforming organizational charts, leadership roles, responsibilities, and strategies so the whole*

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*company works together in total service to the customer. Shows leaders how their digital implementations will make them more Amazon-like Helps you deliver recurring revenue Shows you how to*

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*embrace customer retention  
Demonstrates the importance  
of "churning" less Get that  
competitive advantage in the  
most relevant and important  
arena today—making and  
cultivating happy customers.  
Conventional wisdom on*

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*strategy is no longer a  
reliable guide. In Essential  
Advantage, Booz & Company's  
Cesare Mainardi and Paul  
Leinwand maintain that  
success in any market  
accrues to firms with  
coherence: a tight match*

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*between their strategic  
direction and the  
capabilities that make them  
unique. Achieving this  
clarity takes a sharpness of  
focus that only exceptional  
companies have mastered.  
This book helps you identify*

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*your firm's blend of  
strategic direction and  
distinctive capabilities  
that give it the "right to  
win" in its chosen markets.  
Based on extensive research  
and filled with company  
examples--including*

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*Amazon.com, Johnson & Johnson, Tata Sons, and Procter & Gamble--Essential Advantage helps you construct a coherent company in which the pieces reinforce each other instead of working at cross-*

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*purposes. The authors reveal:*

- ◆ *Why you should focus on a system of a few aligned capabilities*
- ◆ *How to identify the "way to play" in your market*
- ◆ *How to design a strategy for well-modulated growth*
- ◆ *How*



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*to align a portfolio of businesses behind your capability system* ♦ *How your strategy clarifies growth, costs, and people decisions*  
*Few companies achieve a capability-driven "right to win" in their market. This*

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*book helps you position your  
firm to be among them.*

*The Customer Catalyst*

*Contemporary Research*

*Methods and Data Analytics*

*in the News Industry*

*Getting Past Lip Service to*

*Passionate Action*

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Turn Any Sale into Lifelong

Loyalty in 100 Days

Stop Listening to the

Customer

Winning in the Age of Savvy

Customers

Customer Success

Positief verrast

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*Transforming Business*

*Thinking*

*Heer van de vliegen*

*Waarom bepaalde ervaringen  
een buitengewone impact  
hebben*

*The Business of Influence*

*A Renegade's Guide to*

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Marketing

Der Konkurrenz ein  
Kundenerlebnis voraus  
Formula for Sustained  
Business Success

Nog altijd even opwindend  
en tot nadenken stemmend  
als toen het in 1954

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verscheen, scheidt 'Heer van de vliegen' een gewelddadig, treffend beeld van de menselijke natuur, en wat er met deze gebeurt als de beschaving ten onder gaat. Een groep

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schooljongens stort neer op een onbewoond eiland. Zonder ouders of ander volwassen toezicht moeten ze met elkaar samenwerken om te overleven, waar ze jammerlijk in falen. Hun

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strijd om het bestaan  
krijgt geleidelijk steeds  
meer barbaarse trekken.  
Heer van de vliegen werd  
bij verschijning met lof  
overladen, maar  
commercieel succes bleef



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in eerste instantie uit.  
Geleidelijk aan werd het  
echter een cult-favoriet  
onder studenten en  
critici, en werd het vaak  
vergeleken met Salingers  
De vanger in het graan wat

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betreft invloed op de  
moderne literatuur.

If your people know you  
care about them, they will  
move mountains. Employee  
engagement and loyalty  
expert Heather Younger

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outlines nine ways to manifest the radical power of caring support in the workplace. Heather Younger argues that if you are looking for increased productivity, customer

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satisfaction, or employee engagement, you need to care for your employees first. People will go the extra mile for leaders who show they are genuinely concerned not just with

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what employees can do but with who they are and can become. But while most leaders think of themselves as caring leaders, not all demonstrate that care in

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consistent ways. Your employees will judge you by your actions, not your intentions. Based on Younger's interviews with over eighty leaders for her podcast Leadership

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with Heart—including  
Howard Behar, former  
president of the Starbucks  
Coffee Company; Judith  
Scimone, senior vice  
president and chief talent  
officer at MetLife; Garry

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Ridge, CEO and chairman of the board of the WD-40 Company; and Shawnté Cox Holland, head of culture and engagement at Vanguard—this book outlines nine ways that



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leaders can make all employees feel included and cared for. She even provides access to a self-assessment so you can measure your progress as a caring leader. But this is

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not a cookie-cutter

approach: just as Monet

and Picasso expressed

themselves very

differently, each leader

should express caring in

his or her own unique,

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personal style. Younger takes an often nebulous, subjective concept and makes it concrete and actionable. Leaders have the power to change the lives of those they lead.

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They shouldn't just want to care, they should see caring as imperative for the success of their employees and their organization.

Having the ability to

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measure and explore the geographic space that surrounds us provides endless opportunities for us to utilize and interact with the world. As a broad field of study, geospatial

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research has applications  
in a variety of fields  
including military  
science, environmental  
science, civil  
engineering, and space  
exploration. Geospatial

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Research: Concepts,  
Methodologies, Tools, and  
Applications is a multi-  
volume publication  
highlighting critical  
topics related to  
geospatial analysis,

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geographic information systems, and geospatial technologies. Exploring multidisciplinary applications of geographic information systems and technologies in addition



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to the latest trends and  
developments in the field,  
this publication is ideal  
for academic and  
government library  
inclusion, as well as for  
reference by data

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scientists, engineers,  
government agencies,  
researchers, and graduate-  
level students in GIS  
programs.

Customer experience  
pioneer Jeanne Bliss shows

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why “Make Mom Proud”

companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible.

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Bliss urges companies to make business personal to earn ardent fans and admirers, by focusing on one deceptively simple question: "Would you do that to your mother?"

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“Make Mom Proud” companies give customers the treatment they desire, and employees the ability to deliver it. They turn “gotcha” moments into “we’ve got your back”

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moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking

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companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and

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implementing actions at every level of the organization. Step 1. “Be the Person I Raised You to Be” Understand how you are hiring, developing and trusting employees to



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bring the best version of themselves to work. Vail resorts, for example, the world's largest ski resort operator, banned the three words "Our policy is..." from their vocabulary,

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freeing employees to take spirited actions to deliver "the experience of a lifetime." Step 2.

"Don't Make Me Feed You Soap" Learn the eight key frustrations that bind us

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as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and easy

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experience. Step 3. “Put Others Before Yourself” Determine if your focus is on helping customers achieve their goals - and evaluate how that is fueling your growth.

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Canada's Mayfair

Diagnostics, for example,  
spent over a year studying  
the emotions of patients  
entering an imaging  
clinic, so they could  
redesign their welcome to

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deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time. Step 4. "Take the High Road" Learn how

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companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from

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price gouging at the mini bar, so you'll never pay more for that Snickers bar than what you'd pay at the corner market. Step 5.

“Stop the Shenanigans!”

Evaluate your current



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company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and

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easy to follow guide for  
your experience and  
culture transformation.  
Filled with comics to  
snapshot our experiences  
as customers, a “mom lens”  
to reflect continuously on

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your performance, and a  
“make-mom-proud-ometer”  
quiz - the book makes  
Bliss's approach  
accessible and  
approachable. Join the  
movement to #MakeMomProud

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by applying this book  
across your organization.  
Whether you're  
contemplating your  
company's returns policy,  
its social media presence,  
or its big-picture

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strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times.

Rechercheur Lauren

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Stillwell is niet het type vrouw dat snel opgeeft. Dus wanneer ze haar man een hotel ziet verlaten in het gezelschap van een jonge blonde vrouw, besluit ze hem terug te

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pakken. Maar haar  
wraakactie loopt compleet  
verkeerd af en ze ziet  
haar wereld stukje bij  
beetje in een hel  
veranderen. Wat een  
ordinaire affaire had

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moeten zijn, draait uit op een nachtmerrie wanneer ze getuige is van een misdaad met dodelijke afloop. Het huiveringwekkende geheim dreigt haar leven te verscheuren, want welke



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keuze ze ook maakt, het zal haar altijd duur komen te staan. De affaire is een wervelende thriller over liefde, verlangens en levensgevaarlijke geheimen, die de lezer

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continu zal verrassen en uiteindelijk ademloos achterlaten.

Waarom hebben sommige kleine ervaringen zoveel impact dat ze ons veranderen - en hoe kun je

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zulke bijzondere momenten creëren in je leven en werk. De meest memorabele positieve momenten in ons leven worden gedomineerd door vier elementen: verheffing, inzicht, trots

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en verbondenheid. Als we deze elementen omarmen zullen er meer momenten ontstaan die er werkelijk toe doen. Wat gebeurt er als een leraar een les kan voorbereiden die zijn

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leerlingen over twintig jaar nog onthouden? Wat gebeurt er als een manager een ervaring kan creëren die zijn klanten in verrukking brengt? Wat gebeurt er als je beter

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weet welke herinneringen  
er werkelijk toe doen voor  
je kinderen? Dit boek gaat  
op zoek naar de  
fascinerende geheimen van  
ervaringen. Waarom  
onthouden we de beste of

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slechtste momenten van een ervaring, evenals het laatste moment, en vergeten we de rest? Waarom voelen we ons het comfortabelst als dingen zeker zijn, maar voelen we

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het meest dat we leven als  
ze dat niet zijn. En  
waarom bevinden onze  
dierbaarste herinneringen  
zich in een korte periode  
in onze jeugd? We  
ontdekken hoe korte



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ervaringen levens kunnen veranderen. Zoals het experiment waar twee vreemden elkaar in een kamer ontmoeten en 45 minuten later als beste vrienden vertrekken (Wat

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gebeurt er in die tijd?).

Of het verhaal van de jongste, vrouwelijke miljardair die zegt haar veerkracht te danken te hebben aan een vraag die haar vader aan het gezin

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stelde tijdens het eten (Wat was die vraag?) Veel van de bepalende momenten in ons leven zijn het resultaat van pech of geluk. Waarom zouden we de meest betekenisvolle,

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memorable momenten laten afhangen van toeval als we ze ook kunnen creëren? De kracht van het moment laat zien dat we zelf de vormgever kunnen zijn van rijkere ervaringen.

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"Customer Success will become the authoritative book of the emerging Customer Success industry and target any business that is trying to focus, or re-focus, on customers

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and will be applicable to all customer management roles such as Account Manager, Customer Advocacy, Client Relationship Manager, and Customer Success Manager

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along with the leadership of those organizations. Customer Success will address the pains of how to start creating a customer-centric company and how to think

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strategically about

Customer Success - how to organize, compensate, find a leader, measure, etc.

Customer Success has exploded as one of the hottest B2B movements



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since the advent of the subscription business model"--

In the Two Factor Theory of Customer Service, author David L. Elwood nudges the entire field of

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customer service toward becoming a professional discipline. Customer service is not a casual, do-it-if-you-think-of-it aspect of business; customer service is a real

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business product that stands beside the primary product of every business enterprise; it is inescapable and it is inextricably tied to profits. Elwood uses easy

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to follow ideas that open the door to fresh, persuasive perceptions of the fundamental dimensions of customer service events: accessible, emotional, temporal,

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informational, solutional, aptitudinal, and relational. The essence of Elwood's message is that the more clearly and deeply one understands customer service events,

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the more effective he or she will become at delivering customer service straight to the customer. And, as powerful, empirical research findings have

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shown, delivery of Superior Customer Service goes hand in hand with superior profits. The Two Factor Theory of Customer Service will delight everyone looking for a

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systematic approach to understanding and classifying the seemingly unending differences found in published examples of Superior Customer Service, and it will brighten the



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pathway for each provider seeking to increase profits. Without question, you ARE in the customer service business --- the only question is whether you are doing it well.

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Want a 'quick read' at the airport terminal that'll entertain more than transform? Two Factor Theory of Customer Service isn't it! Elwood skips the clichés while delivering a

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perfect balance of theory and immediate application that will change how you see your customers, and more importantly how your customers will see you (again and again and

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again...). Jay Martinson,  
Ph.D. Chair,  
Communications Department,  
Olivet Nazarene University

[How to Win with a  
Capabilities-driven  
Strategy](#)

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[How to Drive Sustainable](#)

[Business Growth in the](#)

[Customer Economy](#)

[Two Factor Theory of](#)

[Customer Service](#)

[The Iconist](#)

[How the Best Companies Go](#)

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Farther and Work Harder to Create Knock-Your-Socks-Off Customer Experiences How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs

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De affaire

Zo zorgt jouw team voor de  
ultieme klantervaring

Overthrow Conventional

Business, Inspire

Employees, and Change the

World

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[The Best Service is No Service](#)

[The Hate U Give](#)

[Integrating Online and Offline, Customer](#)

[Engagement and Digital Technologies](#)



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Raising the Bar on Service Excellence

What It Means to Your Bottom Line and How to Control It

More Is More

5 Leadership Competencies To Build

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Your Customer-Driven Growth Engine  
Chief Customer Officer 2.0 is a hands-on resource packed with tools for Chief Customer Officers and leadership to work together to earn customer-driven growth. A sequel to the 2006 classic Chief Customer Officer, this new update, with over 90

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percent new material, is based on Jeanne Bliss's twenty-five years of extensive experience as a Chief Customer Officer, and her work coaching Chief Customer Officers and executive teams for the past ten years. Chief Customer Officer 2.0 is based on a five-competency framework that

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successfully launched multitudes of Fortune 100 and Fortune 500 companies through their customer experience transformations. The framework addresses the issues that remain prominent, including siloed organizations and the need for clear goals and metrics, as well as new

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factors, like social media, that have altered the customer relations dynamic forever. You'll learn the five key competencies embraced by world-class leaders and the role of the Chief Customer Officer in uniting the organization to build and embrace these new competencies. This book

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provides practical guidance on how to make those competencies part of the way your company develops products, goes to market, enables and rewards people, and conducts annual planning. The discussion includes an exploration of what goes wrong in companies that stumble, so you can sidestep their

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mistakes and avoid their fate. By embracing employees and customers, and delivering an experience they want to have again, you'll pave the way for lasting success and drive better business decisions. Over the past decade, consumers have gained unprecedented power to speak out

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directly, forever changing the way companies relate to their customers. The customer experience has become a major driving force behind business growth, and this book provides a framework for making it a part of every aspect of doing business. Treat your customers like the assets they are



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Craft a more comprehensive customer care strategy Avoid the common pitfalls that cause major damage Unify the company around the customer experience With concrete, practical advice updated for the changing consumer landscape, Chief Customer Officer 2.0 is an essential resource for

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every leader accountable for the customer experience.

Winner of the 2019 O.W.L.

Outstanding Works of Literature Award

Why do we immediately recognize art by Van Gogh and Warhol? What does Beethoven share with Rage Against the Machine and Madonna? What

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makes us remember the words of Churchill and King (and Domino's Pizza, for that matter)? With the rise of digital media and advertising, a constant barrage of information makes it nearly impossible to be seen and heard. In *The Iconist*, branding and design strategist Jamie Mustard shows

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you how individuals, organizations, and brands can break through the noise. The secret to standing out lies in creating content that the desired audience will "lock" onto and remember with little effort—simple, bold ideas that can be immediately understood. The Iconist reveals a set

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of primal laws in human society that explain why some things stand out and endure in the mind, while others are rejected. Blending relevant examples from history and pop culture with cutting-edge psychology, Mustard explores why certain things stick and others fade from memory—and gives

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you an owner's manual to make any idea, product, or service stand out and be remembered. Forget relying on luck or trial-and-error: Mastering this process will enable you, no matter your field or endeavor, to confidently craft messages that resonate with your target audience through simple, fool-

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proof methods. For businesses, marketers, teachers, advertisers, artists—from thought leaders to anyone trying to write a resume—The Iconist shows how to grab and hold attention. Fair warning, though: This book will change the way you view your audience . . . and the entire world

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Robert Langdon, een Amerikaanse kunsthistoricus, wordt verdacht van moord in het Louvre, wat hem dwingt via cryptische aanwijzingen de ware schuldige te vinden. Vanaf ca. 16 jaar. Award-winning speaker and business consultant Joey Coleman teaches



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audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer

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experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business

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with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In *Never Lose a Customer Again*, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom

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line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you

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can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-

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class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're

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confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle

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customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic



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membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out

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their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting,

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Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits

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of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable

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customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service

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representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

Website van de Lean in-community  
Volg Lean in op Facebook  
Volg Lean in op Twitter

While skeptics once saw the concept

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of business ethics as an oxymoron, modern businesses are proving them wrong. Success depends not only on educating young professionals about ethical practices, but on the implementation of these practices in all aspects of a company. The Handbook of Research on Business Ethics and

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Corporate Responsibilities explores the fundamental concepts that keep companies successful in the era of globalization and the internet.

Investigating the implementation of best practices and how ethics can be taught to the next generation of business experts, this handbook is an



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essential reference source for students, academics, business managers, or anyone interested in the increasingly interdisciplinary field of business ethics and its applications in the world today.

Media has most definitely evolved, as have the ways in which we

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contemplate, design, communicate and execute strategy. And rather than technological evolution, we're plainly in the midst of a technological revolution. We have no choice then but to reframe marketing and PR in the context of 21st Century technology, 21st Century media and

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disintermediation, and 21st Century articulation of and appreciation for business strategy. "Today, every organization is in the influence business. We influence customers to buy from us, employees to work for us, and the media to write about us. Gone are the days when you could be your

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own island. Now, to be successful, you need to live within the influence ecosystem and that requires a change of mindset. Fortunately, Philip Sheldrake will show you how." David Meerman Scott, bestselling author of The New Rules of Marketing & PR and the new hit Real-Time Marketing & PR

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Simon Sinek laat in 'Begin met het Waarom' zien dat organisaties en leiders die zich richten op het Waarom van hun bedrijf succesvoller, invloedrijker en innovatiever zijn. Leiderschapsstijlen kunnen verschillen, maar alle grote, inspirerende leiders hebben één ding

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met elkaar gemeen: ze weten dondersgoed waaróm ze doen wat ze doen. Toch sneeuwt bij veel bedrijven het Waarom nogal eens onder in de hectiek van de dag. 'Begin met het Waarom' helpt je om het Waarom weer centraal te stellen en zo beter en authentieker leiding te geven en je

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omgeving te inspireren. Met vele voorbeelden uit de praktijk toont Sinek aan dat het werkt. Dit boek is gebaseerd op de ideeën uit zijn TEDX-talk over leiderschap, waarmee hij wereldwijd de aandacht trok.

[How to Build Your Customer-Driven Growth Engine](#)

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Officer Getting Past Lip Service  
To Passionate Action

Concepts, Methodologies, Tools, and  
Applications

vrouwen, werk en de weg naar succes

Crafting Customer Experience  
Strategy

Begin met het waarom

Lessons from Asia

The Art and Science of Standing Out



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[Chief Customer Officer 2.0](#)

[The "Make Mom Proud" Standard for](#)

[How to Treat Your Customers](#)

[Customer Relationship Management](#)

[The Customer Success Economy](#)

[Lean in](#)

[Reframing Marketing and PR for the](#)

[Digital Age](#)

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[The Art of Caring Leadership](#)  
[Chief Customer Officer](#)

In this groundbreaking book, Bill Price and David Jaffe offer a new, game-changing approach, showing how managers are taking the wrong path and are using the

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wrong metrics to measure customer service. Customer service, they assert, is only needed when a company does something wrong—eliminating the need for service is the best way to satisfy customers. To be successful,

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companies need to treat service as a data point of dysfunction and figure what they need to do to eliminate the demand. The Best Service Is No Service outlines these seven principles to deliver the best service that ultimately leads to "no

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service": Eliminate dumb contacts  
Create engaging self-service Be  
proactive Make it easy to contact  
your company Own the actions  
across the company Listen and act  
Deliver great service experiences  
In The Customer Service

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Revolution, DiJulius points out how numerous companies have made Customer service their biggest competitive advantage, are dominating their industries, and have made price irrelevant. As a result of this Customer service

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revolution, people are being treated differently, better, and in a way like never before. This is a result of how companies and management are treating their employees and how employees are treating each other and the

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Customer—which ultimately permeates into people's personal lives at home and in their communities. Can the way you run your business or treat your Customers have an effect on the world at large? John DiJulius will



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show you just that! Drawing on years of experience consulting with the top customer service companies around the world and in his role building his first business, John Robert ' s Spa, into one of the top 20 salons in the US,

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DiJulius will show you exactly how to create your very own Customer service revolution and make price irrelevant.

An ETHS graduate of 1962 provides a blueprint for customer relationship management in

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business and technical  
organizations.

This fully revised and updated  
edition of the bestselling Chief  
Data Officer ' s Playbook offers  
new insights into the role of the  
CDO and the data environment.

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Written by two of the world ' s leading experts in data driven transformation, it addresses the changes that have taken place in ' data ' , in the role of the ' CDO ' , and the expectations and ambitions of organisations.

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Most importantly, it will place the role of the CDO into the context of a c-suite player for organisations that wish to recover quickly and with long-term stability from the current global economic downturn. New coverage includes:

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- the evolution of the CDO role, what those changes mean for organisations and individuals, and what the future might hold - a focus on ethics, the data revolution and all the areas that help readers take their first steps

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on the data journey - new conversations and experiences from an alumni of data leaders compiled over the past three years - new chapters and reflections on being a third generation CDO and on working across a broad

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spectrum of organisations who are all on different parts of their data journey. Written in a highly accessible and practical manner, The Chief Data Officer 's Playbook, Second Edition brings the most up-to-date guidance to



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CDO ' s who wish to understand their position better; to those aspiring to become CDO ' s; to those who might be recruiting a CDO and to recruiters to understand an organisation seeking a CDO and the CDO

## Read Book Chief Customer Officer Getting Past Lip Service To Passionate Action landscape.

“ Less is more ” may be good advice for many efforts, but it is terrible advice when it comes to customer experience. Brands that want to stay relevant must apply more energy, focus, and resources

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to creating knock-your-socks-off customer experiences than they ever did before. Companies that embrace a “ more is more ” philosophy work harder and go further to ensure that their customers have a positive

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experience: they do this through customer-focused strategies and leadership, via operations, policies, and procedures that consider how the customer will fare in every scenario. Customer experience guru Blake Morgan walks you

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through the D.O.M.O.R.E. concepts that set businesses up for success by emphasizing the importance of relationships. Companies that do more: Design something special Offer a strong employee experience Modernize with

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technology Obsess over the customer Reward responsibility and accountability Embrace disruption and innovation More Is More offers practical advice for building or improving customer experience that you can apply

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immediately at your own organization. Time is of the essence: your customers are not willing to wait for you to get the customer experience right. Outlining the key areas you need to address immediately, More Is

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More will help you weather external changes, remain relevant, and thrive in today ' s ever-changing business landscape. Providing the insight and tools needed to improve the perception your customers have about the



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quality of your product or service, Your Customers' Perception of Quality: What It Means to Your Bottom Line and How to Control It introduces a ground-breaking model for measuring the impact of quality perception on your bottom

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line. Allowing you to look

Imagine how much you would learn if you could converse with 64 of the brightest minds in marketing. Now imagine if those conversations were focused on all the essential elements that go into

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being a top-notch chief marketing officer and organized into seven logical, intuitive categories. Now you can stop imagining, and start reading The CMO ' s Periodic Table, an essential resource for the modern marketer. Over the last

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five years, thanks in large part to his friends at The CMO Club, author Drew Neisser has interviewed over 100 marketing leaders at prominent companies such as American Express, Audi, Belkin, Black Duck Software,

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Converse, College Humor, D&B, Dow, and many more. These interviews, 64 of which are highlighted in this book, reflect the fundamental diversity of challenges and subsequent solution sets deployed by each.

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Though these interviews don't yield a magic formula, they offer something a bit more profound and definitely more fundamental—a compendium of elements that every marketer has or will need to examine in the very

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near future. Organized into a CMO-worthy periodic table modeled on the classic organization of the chemical elements, the chapters progress from basic challenges like research and strategy, to internal issues like culture change and

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managing up, to advanced, highly volatile subjects like risk-taking and changing agencies.

The advent of digital technologies has changed the news and publishing industries drastically. While shrinking newsrooms may



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be a concern for many, journalists and publishing professionals are working to reorient their skills and capabilities to employ technology for the purpose of better understanding and engaging with their audiences. Contemporary

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Research Methods and Data Analytics in the News Industry highlights the research behind the innovations and emerging practices being implemented within the journalism industry. This crucial, industry-shattering

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publication focuses on key topics in social media and video streaming as a new form of media communication as well the application of big data and data analytics for collecting information and drawing conclusions about

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the current and future state of print and digital news. Due to significant insight surrounding the latest applications and technologies affecting the news industry, this publication is a must-have resource for journalists,

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analysts, news media  
professionals, social media  
strategists, researchers, television  
news producers, and upper-level  
students in journalism and media  
studies. This timely industry  
resource includes key topics on the

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