

Marketing and Advertising
Essentials: Seeking and
Keeping Your Customers
(Harvard Business
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Harvard Business Review

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Seeking Customers A Harvard Business Review

**Joel Kurtzman, Glenn Rifkin, Victoria
Griffith**



Seeking Customers A Harvard Business Review:

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The Human Firm John Tomer, 2002-09-26 This book challenges mainstream neo classical perspectives on the firm John Tomer argues that in the age of globalization and rapid technological change an understanding of business behaviour and government policy toward business requires an appreciation of the firm s human dimension The Human Firm integrates economic analysis with sociological psychological managerial ethical and other interdisciplinary perspectives

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Handbook of Research on Customer Equity in Marketing V. Kumar,Denish Shah,2015-01-30 Customer equity has emerged as the most important metric to manage firm performance This Handbook covers a broad range of strategic and tactical issues related to defining measuring managing and implementing the customer equity metric for maximizin

Customer Relationship Management Roger J. Baran,Robert J. Galka,2016-12-08 This book balances the behavioral and database aspects of customer relationship management providing students with a comprehensive introduction to an often overlooked but important aspect of marketing strategy Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace This edition has several new features Updates that take into account the latest research and changes in organizational dynamics business to business relationships social media database management and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle acquisition retention and win back of customers With chapter summaries key terms questions exercises and cases this book will truly appeal to upper level students of customer relationship management Online resources including PowerPoint slides an instructor s manual and test bank provide instructors with everything they need for a comprehensive course in customer relationship management

Harvard Business Review Leader's Handbook Ron Ashkenas,Brook Manville,2018-10-16 The one primer you need to develop your leadership skills Put aside all the overhyped new frameworks the listicles the 10 best things you need to succeed as a leader today The critical leadership practices the ones that will allow a leader to make the biggest impact over time are well established They re about how you create a vision and inspire others to follow it How you make difficult strategic choices How you lead innovation How you get results These fundamental skills

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Herve Mathe,2015-08-28 Living Innovation Competing in the 21st Century Access Economy explores how the digital revolution has empowered customers and how organizations have to innovate to gain a deeper understanding of user needs Stepping away from the traditional mindset of products being the foremost concern of an organization this book elaborates on how service value and the management of customer relationships are some of the new goals of an experience driven economy The ten chapters of this book provide insights and different perspectives into this new economy including the consequences of the shift away from a product based mindset the role of the physical space as a stimulator of innovation and the keys to making service innovation a success Supply Chain: The Insights You Need from Harvard Business Review

Harvard Business Review, Willy C. Shih, Christian Shuh, Wolfgang Schnellbacher, Daniel Weise, 2023-10-31

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