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loyalty

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*How Loyal Employees
Create Loyal Customers*

D E N N I S C . M C C A R T H Y

Loyalty Link How Loyal Employees Create Loyal Customers

Nicolae Alexandru Pop



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The Loyalty Link Dennis G. McCarthy, 1997-04-25 The loyalty link is a must read for any marketer who wants to understand the power of customer enthusiasm Don Hudler President Saturn Corporation In an age of consumerism downsizing and frequent layoffs it may seem that loyalty in the marketplace has fallen victim to the fast buck and the quick fix In The Loyalty Link however Dennis McCarthy reveals that loyalty between a business and its customers between employer and employee is a major competitive advantage Businesses that develop loyalty links to their employees will consistently retain loyal customers and gain a competitive edge McCarthy gives business owners managers and executives the ideas and tools to forge the crucial link between loyalty and profitability The Loyalty Link helps you strengthen the bonds of loyalty with your employees and customers alike You ll discover that the interactions between employees and customers that foster loyalty are neither random events nor the product of well rehearsed and closely supervised employee behavior They result from an overall approach that encourages and rewards discretionary effort and supports employee efforts with thorough training adequate compensation and a sense of appreciation In this eye opening book you ll discover Why satisfied customers are ripe for the picking by your competitors What it takes to exceed your customers expectations and establish a loyalty link How to create a working environment in which employees go out of their way to exceed customer expectations Training methods that inspire loyalty rather than resentment Techniques for getting customers involved in your business Whether you re a small business owner a department manager or an executive in a large corporation The Loyalty Link shows you how to make your business more customer friendly more hospitable to your employees and more profitable for yourself and your investors

Customer Relationship Management Francis Buttle, 2004-02-18 Customer Relationship Management Concepts and Tools is a breakthrough book that makes transparent the complexities of customer relationship management The book views customer relationship management as the core business strategy that integrates internal processes and functions and external networks to create and deliver value to targeted customers at a profit Customer relationship management is grounded on high quality customer data and enabled by information technology The book is a comprehensive and fully developed textbook on customer relationship management Although it shows the roles of customer data and information technology in enabling customer relationship management implementation it does not accept that customer relationship management is just about IT Rather it is about an IT and data enabled approach to customer acquisition customer retention and customer development Because customer relationship management is a core business strategy the book demonstrates how it has influence across the entire business in areas such as strategic marketing operations human resource and IT management Customer relationship management s influence also extends beyond the company to touch on partner and supplier relationships An Instructor s PowerPoint pack is available to lecturers who adopt the book Accredited lecturers can download this by going to <http://books.elsevier.com/manuals/isbn/075065502X> to request access

Relationship

Marketing Thorsten Hennig-Thurau, Ursula Hansen, 2013-06-29 The concept of marketing and managing relationships with customers and other interest groups is at the core of marketing today In the academic world the topic is covered in special issues released by numerous journals e g Journal of the Academy of Marketing Science Journal of Strategic Marketing Psychology Marketing and conferences and conference sessions regularly discuss the advantages of the approach But relationship marketing is not limited to theory On the contrary no service firm or business to business company can now do without some form of long term orientation and all have implemented at least some elements of the relationship marketing concept Even in the consumer goods sector there are a growing number of cases where the traditional orientation towards brand equity is being complemented by a relational focus As Berry has mentioned relationship marketing is a new old concept Several important aspects of relationship marketing were already being discussed in the marketing literature This applies both to central constructs such as customer satisfaction and to single elements such as the management of complaints and after sales services Although they do not involve explicit mention of the term relationship marketing a long term orientation can be found in the network approach of industrial marketing closely related to the work of the IMP Group in the work of Gronroos Gummesson and their colleagues at the Nordic School of Services Marketing and last but not least in the concept of customer focused marketing

Researching Customer Satisfaction and Loyalty Paul Szwarc, 2005-07-03 Customer satisfaction and loyalty has been one of the largest areas of market research for the past twenty years and interest in it continues to increase Organizations today invest heavily in programmes designed to retain customers as they recognize the importance of having loyal committed customers to sustain and increase company profits Researching Customer Satisfaction and Loyalty is a vital guide to this expanding area It examines how to research customer satisfaction from both a client and a supplier perspective and how to get the best results from that research The breadth of detail is exhaustive and topics covered include the development of customer satisfaction and loyalty management theories about it qualitative and quantitative research and how market research projects get commissioned The book also looks at the factors that both supplier and client need to consider when preparing a research brief and proposal how interest in this area is changing and what the future holds for research into customer satisfaction

Loyalty Myths Timothy L. Keiningham, Terry G. Vavra, Lerzan Aksoy, Henri Wallard, 2005-10-10 In Loyalty Myths the authors have assembled 53 of the most common beliefs about customer loyalty all of them wrong or misconceived Each of the beliefs in this book is debunked with real world examples While other books speak in platitudes this book is the only one to validate each proposition with real data Granted unprecedented access to customer records from a variety of multi national corporations Through these records Ipsos Loyalty was able to precisely track the impact of this customer centric construct on actual purchasing behavior The authors findings and conclusions will stun business leaders around the world The lessons learned from these provide a true guide for the proper use of customer loyalty

The Paradigm Shift from a Linear Economy to a Smart Circular

Economy Mansoor Alaali, Abdalmuttaleb M. A. Musleh Al-Sartawi, Arafat Salih Aydiner, 2025-07-28 The concept of the circular economy has attracted the attention of scholars researchers professionals and policymakers in recent years The notion is characterised as an economy that intends to keep products stocks work in progress and materials at their highest utility and value continually distinguishing between their technical and biological cycles It is devised as a continuous positive development cycle that reserves and improves natural resources optimizes outputs and minimizes supply chain related risks by overseeing limited stocks and renewable flows of the stocks Several legislations and policies are being developed to motivate and integrate SDGs and net zero related approaches in companies among which the circular economy CE is gaining momentum due to its documented impact on the elements of the SDGs and net zero Efficient management of resources and utility via artificial intelligence is vital towards a smart circular economy by minimising waste losses pollution and extraction of virgin resources It is important to note that there is a difference between smart and traditional circular economies This book focuses on the former and makes distinctions in terms of how technology systems and solutions can be effectively and efficiently implemented This book The Paradigm Shift from a Linear Economy to a Smart Circular Economy The Role of Artificial Intelligence Enabled Systems Solutions and Legislations discusses the transition from linear to smart circular economy by dissecting the role of artificial intelligence and other technologies such as big data IoT and blockchain in such transformations The book further aims to provide a platform for researchers professionals and students to closely investigate discuss and examine the theories philosophies ontologies and the role of governments policymakers and businesses in supporting the transition to a smart economy via national initiatives fiscal policies and corporate governance The book highlights the need for collaborative efforts between various actors including the private and public sectors through cross disciplinary approaches to attain maintain and sustain a smart circular economy Marketing Theory and Practice in Romania Nicolae Alexandru Pop, 2025-08-24 Over the last three decades the Romanian economy transitioned from a centralized nonmarket economy that outlawed private property to a thriving free market economy During this time it had to overcome non marketed mentalities the novelty of private ownership develop a civil society absorb numerous political shocks content with the global digital revolution and compete with foreign rivals This book explores the marketing experiences in Romania over this period to provide insights for other developing nations such as Asia Africa and South America It provides a blend of marketing concepts and analytical tools as well as case studies It explores such topics as artificial intelligence neuromarketing introduction to international marketing relationship marketing sports marketing retail marketing marketing in family businesses and tourism marketing to name a few This book is useful for researchers scholars academics students and practitioners interested in international marketing and marketing strategy particularly for developing nations The Lifebelt John A. Murphy, 2001-08-08 In a world where there is increasing choice for just about every kind of product and service winning and holding the best customers is key to the success of any business Customer Relationship Management or

CRM is a concept that senior managers in any kind of business ignore at their peril At its heart is the successful management of customer retention by being customer focused as an organization The concept is not rocket science but its implementation is more of a challenge It involves a fundamental change within the organization In this book John Murphy introduces The Lifebelt quite literally an aid to keeping afloat in this pressured environment The Lifebelt is a framework that offers a practical way forward to integrating and mobilizing the entire organization toward a holistic CRM programme The proprietary framework features six key factors identified as being essential for consistent delivery of service customer focus processes employee involvement training measurement and continuous improvement John Murphy outlines how each of the factors should be owned by an appropriate member of the top management team When this framework is systematically and effectively implemented and managed it will considerably enhance the customer retention capacity of the company The logic of the framework applies to virtually all industries internationally Managers and marketers across the board will find this book one of the most practical guides to retaining customers published to date

Sustained Leadership WBS Thomas G. Reid, 2017-09-26 The Sustained Leader WBS provides a comprehensive tool for assessing and improving leadership potential A Work Breakdown Structure decomposes every part of the work to be done in a project Through extensive research and surveys the author has identified 229 WBS elements that apply to building yourself into a sustained leader Each element provides a self assessment additional resources and a place to record personal goals and due dates giving each reader a personal program plan to build themselves into a better leader

Managing Quality Barrie G. Dale, Ton van der Wiele, Jos van Iwaarden, 2013-10-21 Managing Quality Fifth Edition is an essential resource for students and practitioners alike This popular and highly successful introduction to Quality Management has been fully revised and updated to reflect recent developments in the field Includes new chapters on Improvement Approaches Six Sigma and new challenges in Quality Management Combines the latest information on the ISO 9000 quality management system series standards with up to date tools techniques and quality systems Material has been re ordered and changes to terminology have been made to bring the book completely up to date Provides a popular resource for students academics and business practitioners alike

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