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a snapshot of today's b2b selling environment sales cycles are chaotic and getting ever longer it is impossible to predict results and plan for the future customer bases are eroding satisfaction and retention rates are dropping and customer relationships are not expanding in the prime solution author jeff thull presents sellers with the integrated cross functional approach required to develop and deliver compelling whole solutions and profit in today's complex b2b environment the prime solution leads b2b sellers through major components of the value promise system such as the creation marketing selling implementing and measurement of whole solutions or prime solutions that fully deliver on their promise to customers the prime solution shows sellers how to turn value fulfillment into a core competency because they've helped

customers understand and achieve the full value of the products and services they've purchased the power of this model rests in closing the value gap or that frustrating division often created by sellers who have either been unable or unwilling to fulfill the promises they've made about their products and by customers who are unwilling or unable to comprehend the total value received author jeff thull describes a disciplined all hands approach that involves all the teams in an organization connected to the customer r d marketing sales and service this practical whole solutions approach has been used with astonishing success by small to midsize companies as well as major corporations worldwide whether in technology manufacturing professional services health care or finance this is a guide for professionals involved in creating marketing and delivering complex b2b products and services senior management sales and marketing managers technical specialists product managers customer service and account managers will find new ideas and tactical solutions in the prime solution that will go a long way in closing the value gap and increasing revenue

understand consumer psychology to drive profits and growth want to know exactly what's driving your customer's behavior now you can the customer service solution explains how consumers perceive services and shows you how to enhance the customer experience every time in this economic climate the customer service experience is more critical than ever most leading service firms advocate the tlc mantra think like a customer that's a good practice but first you have to understand what your customer is thinking and feeling today's business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long term loyalty what are the factors that really determine customer satisfaction two of the nation's leading authorities on service psychology sriram dasu and richard chase have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior you'll go where customer satisfaction surveys mystery shoppers and focus groups can't and learn exactly why customers respond and behave the way they do with findings drawn from behavioral science research this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales the customer service solution illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern consumer interactions this book will show you how to shape and manage customer perceptions understand implicit versus explicit outcomes develop the roles of control and choice among buyers design emotionally intelligent processes build trust among customers whatever your business may be healthcare hospitality financial services e-commerce and more this book is an essential tool to help you increase profits by leveraging your company's customer experience praise for the customer service solution harnessing the power of emotions will help to drive an exceptional customer experience creating customers for life to help your business thrive finally a guide to help us better understand how to do this james merlino md chief experience officer cleveland clinic required reading for anyone designing a service encounter james heskett professor emeritus harvard business school coauthor of the service profit chain and service future i have always known that our customers shop with us because they want to not because they have to how to make them want to is the secret that this great book unlocks kevin davis

president and ceo bristol farms dasu and chase share easy to understand ideas and guidance to operations managers who typically do not think about the psychology of customers in designing their services mary jo bitner phd professor and executive director center for services leadership w p carey school arizona state university dasu and chase provide an excellent set of ideas for delivering emotional customer service experiences through systems and operations rodolfo medina vice president marketing commercial rock in rio this book provides valuable insights to managing and molding the customer s emotional journey leading to ultimate satisfaction and sustainable loyalty ali v kasikci regional managing director orient express

why another book about the internet the answer is simple while there are a number of excellent books on various aspects of networking the internet html design programming xml and searching there is not a single survey text that explores each of these topics holistically in the context of the knowledge and skill needs of those preparing for careers in any of the many information technology it intensive fields such as library and information science lis business and management information systems mis and decision science dis to name but a few part i focuses on the technologies of the internet part 2 focuses on the many forms of internet content and how it is created part 3 is devoted to the topic of internet information retrieval back cover

literary market place 2005 is the ultimate insider s guide to the u s book publishing industry covering every conceivable aspect of the business two easy to use volumes provide 54 sections organizing everyone and everything in the business from publishers agents and ad agencies to associations distributors and events over 14 000 listings in all featuring names addresses and numbers key personnel activities specialties and other relevant data e mail addresses and sites and more some 24 000 decision makers throughout the industry listed in a separate personnel yellow pages section in each volume thousands of services and suppliers equipped to meet every publishing need or requirement lmp 2005 leaves no stone unturned in connecting you with the publishing firm service or product you or your patrons need completely revised and updated lmp 2005 helps publishers locate other publishers freelancers agents printers wholesalers and manufacturers suppliers find names and numbers of potential publishing customers job seekers locate contact names addresses and phone numbers throughout the industry writers locate publishers for their works librarians provide patrons with the reference source they need to navigate the publishing industry when it comes to books you can reach the people who publish package review represent edit translate typeset illustrate design print bind promote publicize ship and distribute all at one world famous business address literary market place 2005

this reference book brings together various perspectives on the usage and application of mobile technologies and networks in global business provided by publisher

included in this new edition we find rewritten updated prose for content clarity new problems in new application areas and new electronic supplements to assist learning and instruction

this book provides an overview of digital rights management drm including an overview of terminology and issues facing libraries plus an overview of the technology including standards and off the shelf products it discusses the role and implications of drm for existing library services such as integrated library management systems electronic reserves commercial database licenses digital asset management systems and digital library repositories it also discusses the impact that drm trusted system technologies already in use in complementary areas such as course management systems and web based digital media distribution may have on libraries it also discusses strategies for implementing drm in libraries and archives for safeguarding intellectual property in the web environment a practical guide that places drm within the context of the services and practices of the library and offers guidance on getting started an understandable overview of the technologies and standards involved in digital rights management an overview of the drm landscape beyond libraries with an emphasis on how this landscape impacts libraries and shapes drm generally in particular the e learning and digital media distribution arenas are embracing drm with significant potential impact

most companies think of rfid radio frequency identification as a boon to supply chain management but author mickey brazeal sees it as a way to improve your customers experience and your bottom line at a time when consumers are demanding better service from product and food safety to cutting the costs of health care and bringing point of sale to the shopping cart brazeal explains how rfid will improve the customer experience while introducing efficiencies to the marketplace brazeal tackles the subject of privacy head on with a chapter that discusses how companies can use rfid to benefit customers while still respecting their privacy the future of rfid is limitless with many examples and what ifs brazeal challenges his readers to think about how rfid can improve the customer experience in countless ways the book includes an appendix to help the uninitiated learn how rfid works and a detailed bibliography for further reading

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