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# How to Win Customers in the Digital World: Total Action or Fatal Inaction

By Peter Vervest

Springer. Hardcover. Book Condition: New. Hardcover. 250 pages. Dimensions: 9.5in. x 6.4in. x 0.8in. Providing a template for seizing the opportunities offered by digital business technologies, this book presents six real-life cases to demonstrate both the power and risks involved. The authors - both experienced professionals in management education and telecommunications - introduce Total Action concepts and methodologies - where every activity inside the organization is directly relevant for its customers. Winners use these to make front-line people the point of decision making, to unlock information about customers, and to manage the fulfillment of their commitments. The result is a discovery tour of new management concepts that will help your business triumph in today's digital world. From the reviews: This book is mandatory reading for every manager and professional. - Thomas Middelhoff, Chairman and CEO Bertelsmann AG; This is a powerful and straightforward starting point for all managers and organizations seeking to master the new frontiers of business. A. -W. Scheer, Chairman of the Supervisory Board IDS Scheer AG This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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## Reviews

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