

Electronic Customer Relationship Marketing Ecrm Kundenbindung Im Internet Durch Personalisierung German Edition

Cloud Computing and Services Science - Ivan Ivanov 2012-04-17

The Cloud Computing and Services Science book comprises a collection of the best papers presented at the International Conference on Cloud Computing and Services Science (CLOSER), which was held in The Netherlands in May 2011. In netting papers from the conference researchers and experts from all over the world explore a wide-ranging variety of the emerging Cloud Computing platforms, models, applications and enabling technologies. Further, in several papers the authors exemplify essential links to Services Science as service development abstraction, service innovation, and service engineering, acknowledging the service-orientation in most current IT-driven structures in the Cloud. The Cloud Computing and Services Science book is organized around important dimensions of technology trends in the domain of cloud computing in relation to a broad scientific understanding of modern services emerging from services science. The papers of this book are inspired by scholarly and practical work on the latest advances related to cloud infrastructure, operations, security, services, and management through the global network. This book includes several features that will be helpful, interesting, and inspirational to students, researchers as well as practitioners. Professionals and decision makers working in this field will also benefit from this book

Operationalizing Dynamic Pricing Models - Steffen Christ 2011-04-02

Steffen Christ shows how theoretic optimization models can be operationalized by employing self-learning strategies to construct relevant input variables, such as latent demand and customer price sensitivity.

Virtual Selling - Thomas M. Siebel 2002-01-15

Known in Silicon Valley as "a salesman's salesman", Thomas Siebel has created Siebel Systems to produce customer-specific brochures and presentations--and even products--on demand. This book demonstrate how Siebel Systems centers on enlarging the role of the sales rep to sales project coordinator. Illustrations.

Electronic Commerce - Paul Timmers 2001-05-08

This volume analyzes strategic marketing approaches on the basis of both marketing theory and international case studies. Its systematic study of Internet commerce models should allow any company to better organize their business and understand where their sources of revenue come from. It offers an assessment of a rapidly growing area, covering current models and showing how they have fared in practice. The book also provides an analytical assessment of the marketplace for business-to-business electronic commerce strategies and Includes recommendations for the implementation of a marketing strategy for business-to-business e-commerce.

New Strategies for Financial Services Firms - Dennis Kundisch 2012-12-06

The theme of this book "New strategies for financial services providers" is an equally relevant and important topic in science and practice. In the (post) information age economy, the German financial services market and many big financial services providers are in a deep crisis. Increasing competition due to deregulation and improved transparency through new means of communication on the one hand, and empowered customers demanding individualized solutions for their financial problems e. g. because of new working circumstances, increase the pressure on the market participants to alter their strategies according to these new challenges. Many firms have reacted defensively either by merging in the hopes of realizing scale effects - a high-risk venture considering the last few years - or by adapting "me-too-strategies" (also known as "lemming-banking") that do not provide for a sustainable competitive advantage. Based on a profound analysis of developing mega-trends in the years ahead, especially in information and IT-intense market, Dr. Kundisch develops a new anti cyclical strategy that aims at using IT as an enabler to strengthen customer relationships and focus on individualized solutions wherever it seems economically sound to do so. However, he does not stop after the development of the strategy, but provides two

important concepts that may help turn this vision and strategy into reality. Thus, he favorably and refreshingly differentiates against many contributions that stop at the fairly abstract strategic level.

Web Metrics - Jim Sterne 2003-05-12

There now exists a wealth of tools and techniques that can determine if and how a Web site is providing business value to its owners. This book is a survey of those metrics and is as important to IT executives as it is to marketing professionals. Jim Sterne is recognized worldwide as a leading Internet business expert and is the author of several Wiley books, including WWW Marketing, Third Edition (0-471-41621-5) Explains the criteria for building a successful site, surveying the tools, services, techniques, and standards for Web measurement, and fully integrating those metrics with the customer experience Companion Web site contains links to online tools, resources, and white papers

Collaborative Customer Relationship Management - Alexander H. Kracklauer 2012-11-07

Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that has been tested successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

Brand Management in the Hotel Industry and Its Potential for Achieving Customer Loyalty - Jessica Salver 2009-10

Diploma Thesis from the year 2005 in the subject Tourism - Hotel Management, grade: 1,0, University resin university for applied sciences, language: English, abstract: Brands are a phenomenon that has been in existence already for centuries. From its original purpose of marking livestock, the concept was later adopted by manufacturers for their products and further developed and adapted to changes in business environments. The original idea of using marks to indicate ownership and origin, however, can be traced back even for millennia to ancient Greek and Rome and early Chinese dynasties. These days, the number of brands is greater than ever. More and more businesses have come to realize the power of brands, and the concept of brand management has consequently gained considerable interest in recent years. Every year the number of new brands registered increases. Fortune magazine suggests that "In the 21st century, branding ultimately will be the only unique differentiator between companies." Initially, the use of brands, or marks respectively, was limited to physical products only. Service brands are comparatively new in the long history of branding. The hotel industry - along with many other services - is lagging behind manufactured goods by decades. For this reason, research on brand management mainly concentrates on this type of products. Literature on service brands is comparatively scarce. Nonetheless, there are great potentials for brand management in the service industry in general and the hotel industry in particular. Hotel services differ from physical goods in many ways. For this reason, research findings and approaches to building and managing brands cannot simply be transferred. The major goal of this work is therefore to examine the concept of brand management, to adapt and apply it to hotel services. In today's ultra-competitive business environment, customer loyalty is a hot topic. The hotel industry has turned into a buyer's market. Competition k

B2B Marketing - Uwe G. Seebacher 2021-05-03

This unique book comprehensively presents the current state of knowledge, theoretical and practical alike, in the field of business-to-business (B2B) marketing. More than 30 of the best and most recognized B2B

marketers address the most relevant theoretical foundations, concepts, tried and tested approaches and models from entrepreneurial practice. Many of those concepts are published for the first time ever in this book. The book not only builds on the existing classic literature for industrial goods marketing but also – and much more importantly – finally closes the gap towards the rapidly growing ecosystem of modern B2B marketing terms, instruments, products, and topics. Technical terms such as Account-Based Marketing, Buyer Journey, ChatBots, Content AI, Marketing Automation, Marketing Canvas, Social Selling, Touchpoint Sensitivity Analysis, and Predictive Intelligence are explained and examined in detail, especially in terms of their applicability and implementation. The book as a whole reflects the B2B marketing journey so that the readers can directly connect the content to their own experience and use the book as a guide in their day-to-day work for years to come.

Global Marketing - Svend Hollensen 2004

Drawing on an incomparable breadth of international examples, Svend Hollensen not only demonstrates how global marketing works, but also how it relates to real decisions around the world. Extensive coverage of hot topics such as blue ocean strategy; celebrity branding; brand piracy; and viral marketing. Brand new case studies focus on globally recognised brands and companies operating in a number of countries, including IKEA, Philips, Nokia, Guinness and Cereal Partners Worldwide. All new video cases accompany every chapter and are available at www.pearsoned.co.uk/hollensen, featuring such firms as Nike, Starbucks, BMW, Ford and McDonalds.

New Online Retailing - Gerrit Heinemann 2010-11-01

The authors describe in detail what makes today's online retailing different and provide 8 central success factors for the new generation of Internet sales. Based on internationally recognized best practices, it becomes obvious what makes online retailers successful. The authors pull together "lessons learned" from the last 10 years, and give readers a tour of the future of online selling.

Digital Darwinism - Ralf T. Kreutzer 2014-09-19

Digital Darwinism is a key challenge for all companies and brands. Not all companies and managers are aware of the challenges lying ahead. This book helps to identify the need for change and adaptation based on a framework of findings and additional tools to position you and your company in the digital rat race.

Customer-Based View - Bruno Busacca 2020-10-05T10:00:00+02:00

The imperative of sustainable growth has clearly emphasized the importance of customer centricity and marketing skills, on which depends the ability to grasp the signs of market change, to internalize the customer in business processes, and to deliver a dynamic, attractive and distinctive value proposition. This ability is the precondition for the economic and competitive success of every company in the long run. From this perspective, the book deepens the role of marketing in the creation of company value. Upon illustrating the fundamental strategies to improve marketing performance, we examine the links among customer value, customer satisfaction and customer relations, delving into measurement techniques and management implications.

Sustainability Communication - Jasmin Godemann 2011-06-08

Modern and professional communication is required to realise the goal of sustainability in society. This book develops a theoretical and empirical framework, integrating interdisciplinary perspectives from communications theory, psychology, sociology, educational sciences, systems theory and constructivism. Its aim is to inform the establishment of sustainability communication. Complementing this theoretical framework, the book provides methods and concepts in a range of fields such as corporate practice, education and media. The book addresses the scientific community and students as well as communicators

in all categories of sustainability communication.

Relationship Marketing - Manfred Bruhn 2003

'Relationship Marketing' delivers a comprehensive unifying principle with which to approach the subject. Current debates are examined to develop both a theoretical and conceptual approach to the topic.

Toolbox for Marketing and Management - Ralf T. Kreutzer 2019-05-03

Modern marketing managers need intuitive and effective tools not just for designing strategies but also for general management. This hands-on book introduces a range of contemporary management and marketing tools and concepts with a focus on forecasting, creating stimulating processes, and implementation. Topics addressed range from creating a clear vision, setting goals, and developing strategies, to implementing strategic analysis tools, consumer value models, budgeting, strategic and operational marketing plans. Special attention is paid to change management and digital transformation in the marketing landscape. Given its approach and content, the book offers a valuable asset for all professionals and advanced MBA students looking for 'real-life' tools and applications.

Hypertext/hypermedia - David H. Jonassen 1989

Digital Business Leadership - Ralf T. Kreutzer 2018-04-27

This book provides specialists and executives with a clear, yet practical set of recommendations to meet the challenges of digital transformation and ensure long-term success as a leader in a primarily digital business world. The authors describe the fundamental principles of digitization and its economic opportunities and risks, integrating them into a framework of classic and new management methods. The book also explores how increasing digitization – not only of communication, but of complete value chains – has led to a need to establish a digital business leadership. Digitization is changing people and markets: it causes the upheaval of entire industries, creates new digital-centric companies, and forces established companies to cope with the transformation activities associated with these digitization processes. New approaches and methods have to be learned, tried and tested patterns of thinking have to be explored, and last but not least, innovation activities have to be understood as continuous necessities. At the same time, digital business offers considerable opportunities for renewing competitive advantages, improving existing process structures and realigning products, services and business models.

Handbook of Marketing Decision Models - Berend Wierenga 2017-07-12

The Second Edition of this book presents the state of the art in this important field. Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly, not only due to fundamental advances in methodology and model building, but also because of the recent developments in information technology, the Internet and social media. This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing. Compared to the previous edition, thirteen chapters are entirely new, while the remaining chapters represent complete updates and extensions of the previous edition. This new edition of the Handbook has chapters on models for substantive marketing problems, such as customer relationship management, customer loyalty management, website design, Internet advertising, social media, and social networks. In addition, it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models, such as structural modeling, learning dynamics, choice modeling, eye-tracking and measurement. The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments.

The Marketing Strategy Continuum - Christian Grönroos 1990

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