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The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Colin Shaw, Ryan Hamilton (auth.)

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The Intuitive Customer: 7 Imperatives For Moving Your ...
The Intuitive Customer: 7 imperatives for moving your Customer Experience to the next level Many organizations are witnessing their Customer measures (NPS® etc) plateau and struggle to know what to do to move their Customer Experience (CX) to the next level. To address these new problems, new thinking is needed.

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Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

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"We have to adapt to the impacts that, unfortunately, we can no longer avoid", said President Obama at the UN Climate Summit in September 2014. Adaptation and resilience are now a must in both academic research and international bodies. A fashionable concept, resilience's polysemy sparks many debates on its uses and operational relevance. This book bridges the increasing divide between academic research and the latest planning innovations, offering practical and conceptual insights for practitioners, researchers and students. Magali Reghezza-Zitt and Samuel Rufat present a cross-disciplinary, state-of-the-art debate and critical analysis of the social, spatial, practical and political implications of resilience. Offers a critical approach of resilience, based on a wide range of case studies Provides insights ranging from the most recent theoretical issues to the most practical engineering innovations Links the latest cross-disciplinary academic insights with the up-to-date, practical innovations

Simons presents the seven key questions a manager and his team must continually ask. Drawing on decades of research into performance management systems and organization design, "Seven Strategy Questions" is a no-nonsense, must-read resource for all leaders in any organization.

A refreshed edition of Jambalaya: The Natural Woman's Book of Personal Charms and Practical Rituals—updated with a note from the author sharing the changes that have occurred in the 30 years since its original publication. "A book of startling remembrances, revelations, directives, and imperatives, filled with the mysticism, wisdom, and common sense of the African religion of the Mother. It should be read with the same open-minded love with which it was written."—Alice Walker, author of The Color Purple Since its original publication in 1985, Jambalaya has become a classic among Women's Spirituality Educators, practitioners of traditional Africana religions, environmental activists, and cultural creatives. A mix of memoir, spiritual teachings, and practices from Afro-American traditions such as Ifa/Orisha, and New Orleans Voudou, it offers a fascinating introduction to the world of nature-based spirituality, Goddess worship, and rituals from the African diaspora. More relevant today than it was 36 years ago, the wisdom of Jambalaya reconnects us to the natural and spiritual world, and the centuries-old traditions of African ancestors, whose voices echo through time, guiding us and blending with our own.

More than 80% of the financial assets in the United States fall under the purview of a trustee. That's a big responsibility for an estimated 1% (around 1.5 million people) of the U.S. working population charged with overseeing investments for millions and millions of beneficiaries, public sector, and non-profit organizations. In a world proliferated by investment products, increasingly dominated by indexes, faced—particularly in the pension world—with increasing liabilities, more regulation, and a growing number of social and sustainability objectives, what's a trustee to do? The Trustee Governance Guide is here to help guide today's board trustee through the brave new world of 21st century investing. The book focuses on the critical aspects of the Five Imperatives: Governance, Knowledge, Diversification, Discipline, and Impact. Based on more than a decade of research, practice, and discussions with many key decision makers and influencers across the industry, this book addresses the many topics related to better governance, greater mission-driven financial performance, and impact. The questions the book addresses include: · What is good governance, how do we know it when we see it, and why does it matter? · How much knowledge is necessary to be a competent board member? · How big should my endowment be? · What are the key elements of a diversified portfolio? · How much does cost matter? · What's the difference between socially responsible and ESG investing? · Can I focus on sustainability and still be a good fiduciary? This book provides a way for boards to improve and benchmark their own governance performance alongside their peers, and uniquely covers related investment topics in each chapter.

In the first edition of this landmark book, business loyalty guru Fred Reichheld revealed the question most critical to your company's future: "Would you recommend us to a friend?" By asking customers this question, you identify detractors, who sully your firm's reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a vital metric: your Net Promoter Score. Since the book was first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated and expanded edition, Reichheld, with Bain colleague Rob Markey, explains how practitioners have built Net Promoter into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld: Defines the fundamental concept of Net Promoter, explaining its connection to your company's growth and sustained success Presents the closed-loop feedback process and demonstrates its power to energize employees and delight customers Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business Practical and insightful, The Ultimate Question 2.0 provides a blueprint for long-term growth and success.

Now in rich color, thirty of American painter Edward Hopper's masterpieces with critiques from acclaimed poet Mark Strand. Strand deftly illuminates the work of the frequently misunderstood American painter, whose enigmatic paintings—of gas stations, storefronts, cafeterias, and hotel rooms—number among the most powerful of our time. In brief but wonderfully compelling comments accompanying each painting, the elegant expressiveness of Strand's language is put to the service of Hopper's visual world. The result is a singularly illuminating presentation of the work of one of America's best-known artists. Strand shows us how the formal elements of the paintings—geometrical shapes pointing beyond the canvas, light from unseen sources—locate the viewer, as he says, "in a virtual space where the influence and availability of feeling predominate." An unforgettable combination of prose and painting in their highest forms, this book is a must for poetry and art lovers alike.

What does pleasure have to do with morality? What role, if any, should intuition have in the formation of moral theory? If something is 'simulated', can it be immoral? This accessible and wide-ranging textbook explores these questions and many more. Key ideas in the fields of normative ethics, metaethics and applied ethics are explained rigorously and systematically, with a vivid writing style that enlivens the topics with energy and wit. Individual theories are discussed in detail in the first part of the book, before these positions are applied to a wide range of contemporary situations including business ethics, sexual ethics, and the acceptability of eating animals. A wealth of real-life examples, set out with depth and care, illuminate the complexities of different ethical approaches while conveying their modern-day relevance. This concise and highly engaging resource is tailored to the Ethics components of AQA Philosophy and OCR Religious Studies, with a clear and practical layout that includes end-of-chapter summaries, key terms, and common mistakes to avoid. It should also be of practical use for those teaching Philosophy as part of the International Baccalaureate. Ethics for A-Level is of particular value to students and teachers, but Fisher and Dimmock's precise and scholarly approach will appeal to anyone seeking a rigorous and lively introduction to the challenging subject of ethics. Tailored to the Ethics components of AQA Philosophy and OCR Religious Studies.

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