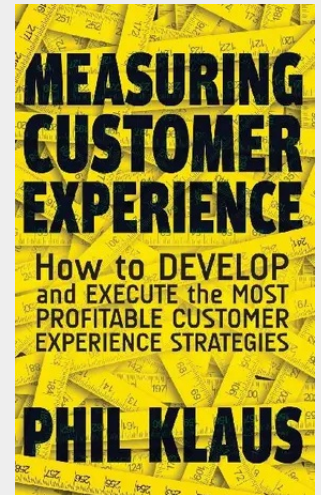


Measuring Customer Experience

How to Develop and Execute the Most Profitable Customer Experience Strategies

Now, more than ever, customer experience plays a pivotal role in the success and longevity of a company. Based on rigorous scientific tools and global data, this book offers a simple but thorough guide on how to master the challenges of the market, and how to deliver superior performance through effective customer experience management.

Now, more than ever, customer experience plays a pivotal role in the success and longevity of a company. Based on rigorous scientific tools and global data, this book offers a simple but thorough guide on how to master the challenges of the market, and how to deliver superior performance through effective customer experience management.



53,49 €

49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781137375452

Medium: Buch

ISBN: 978-1-137-37545-2

Verlag: Palgrave Macmillan

Erscheinungstermin: 04.12.2014

Sprache(n): Englisch

Auflage: 2015

Produktform: Gebunden

Gewicht: 3354 g

Seiten: 166

Format (B x H): 145 x 222 mm

