

"This book will help all who read it to know what they believe and why they believe it and then to sell and serve with authenticity."
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and Author, *The Soul of the Firm*

FROM SELLING TO SERVING

THE ESSENCE OF CLIENT CREATION

LOU CASSARA

From Selling To Serving The Essence Of Client Creation

Donald F. Blumberg



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services and the underlying technologies particularly in relation to autonomous vehicles Secondly it considers the legal status and rights of customers in various capacities including drivers passengers and consumers of transportation services provided by autonomous vehicles offering digital service options Distinguishing these aspects is crucial as customers are the ultimate beneficiaries of the product service systems linked to the deployment of autonomous vehicles Given the complex and multi stakeholder landscape surrounding these vehicles customers are exposed to potential risks especially concerning privacy protection cybersecurity and the effective enforcement of consumer rights The third area highlights the resources required to implement digital business models including digital platforms Digital platforms are integral to the ecosystem of entities that create and deliver digital mobility services Their market position necessitates the establishment of appropriate legal regulations to mitigate their influence This book is aimed at academic researchers and students as well as legal professionals associated with vehicle manufacturers and their partners engaged in providing digital mobility services This demographic encompasses car sharing companies digital platform providers and technology suppliers that facilitate these services including software for vehicle connectivity and positioning technologies

Managing High-Tech Services Using a CRM Strategy Donald F. Blumberg, 2002-12-23 As high tech service industries grow more competitive the need to develop customer focused business strategies becomes imperative Managing High Tech Services Using a CRM Strategy explores how to manage and direct any service organization utilizing a high tech strategy supported by the Customer Relationship Management CRM infrastructure enabling

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corporate strategy Customer supplier relationships as well as performance criteria should be defined and strategies agreed if full competitive advantage is to be gained The author introduces the service mix as a competitive tool of very real practical use

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ernest h shepard was a successful british illustrator and painter best known for his illustrations for the the wind in the willows by kenneth grahame and winnie the pooh by a a milne his work often created through a combination of watercolor and pen and ink is characterized by light washes of color and graphic black outlines

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shepard s illustrations were first published in 1926 and have become an iconic representation of the beloved characters shepard s illustrations of winnie the pooh and his friends piglet eeyore tigger and kanga were characterized by their simple clean lines and expressive cartoon like style

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