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Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-

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depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

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Customer Relationship Marketing Relationship build a business ... how do you relate to your target audience? If you want to have a long-term customer based circle, building relationships is essential. You see, people buy from you because they already have the connection and trust with you not that they need the product alone. This is very important to understand. That's why inside this amazing book, you are about to learn the following information: How to Build a Strong CRM Database for Marketing Blending Marketing and Your CRM How to Improve Your CRM to Benefit Your Marketing How to Take Advantage of CRM Marketing Strategies Know the Benefits of Using CRM for Marketing 5 Tips to Increase Your Social CRM Success Benefits of CRM in Your Marketing How to Achieve Success with Social CRM CRM Experts Share 6 Top Marketing Tips How to Automate Your CRM Marketing CRM Marketing Needs To Align With Multiple Technologies Are You Ready to Use CRM in Your Marketing Why Do Marketers Use CRM Systems for Their Metrics? Traditional CRM Software vs. Marketing Automation Software Social Media Changes CRM Take Advantage of CRM Marketing How to Automate Your Marketing Campaigns Using CRM Let Your Inbound Marketing Plan Define the CRM You Choose Incorporate Current Marketing Channels With CRM CRM and Email Marketing