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Brian is the author of the foundational

book Your Customer Creation

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Finally-a book that shows marketers how to truly achieve real results from their websites. Brian Massey, The Conversion Scientist, takes the mystery out of how to create high-performing sites. By walking the reader through five online formulas- aka "customer creation equations"-he shows you how to determine the best formula your own particular business structure and how to optimize it for stellar results. Key to this process is setting up a "digital conversion lab," and Brian shows you how. Jam-packed with easy-to-understand equations for things like increasing your conversion rate and decreasing your abandonment rate-as well as practical strategies for attracting prospects, turning buyers into triers, and morphing buyers into loyal brand advocates-this book will enable

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anyone to stop hoping for success and start enjoying higher profits. The Advanced Curriculum in Visitor Studies gives readers additional guidance on how to really understand their targets and customers-an understanding that is at the heart of all successful websites, and businesses, everywhere.

Analyzes eleven challenges from which communities, relationships, and friendships suffer after staying together long enough, looking at how such factors as loss of identity, entitlement, and doubt can be gifts rather than curses.

With Search Inside Yourself, Chade-Meng Tan, one of Google's earliest engineers and personal growth pioneer, offers a proven method for



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enhancing mindfulness and emotional intelligence in life and work. Meng's job is to teach Google's best and brightest how to apply mindfulness techniques in the office and beyond; now, readers everywhere can get insider access to one of the most sought after classes in the country, a course in health, happiness and creativity that is improving the livelihood and productivity of those responsible for one of the most successful businesses in the world. With forewords by Daniel Goleman, author of the international bestseller Emotional Intelligence, and Jon Kabat-Zinn, renowned mindfulness expert and author of Coming To Our Senses, Meng's Search Inside Yourself is an invaluable guide to achieving your own best potential.

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How the best companies prepare for and manage modern vulnerabilities--from cybersecurity risks to climate change: new tools, processes and organizations for developing corporate resilience. A catastrophic earthquake is followed by a tsunami that inundates the coastline, and around the globe manufacturing comes to a standstill. State-of-the-art passenger jets are grounded because of a malfunctioning part. A strike halts shipments through a major port. A new digital device decimates the sales of other brands and sends established firms to the brink of bankruptcy. The interconnectedness of the global economy today means that unexpected events in one corner of the globe can ripple through the world's supply chain and affect customers everywhere. In this book,

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Yossi Sheffi shows why modern vulnerabilities call for innovative processes and tools for creating and embedding corporate resilience and risk management. Sheffi offers fascinating case studies that illustrate how companies have prepared for, coped with, and come out stronger following disruption--from the actions of Intel after the 2011 Japanese tsunami to the disruption in the "money supply chain" caused by the 2008 financial crisis. Sheffi, author of the widely read *The Resilient Enterprise*, focuses here on deep tier risks as well as corporate responsibility, cybersecurity, long-term disruptions, business continuity planning, emergency operations centers, detection, and systemic disruptions. Supply chain risk management, Sheffi shows, is a

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balancing act between taking on the risks involved in new products, new markets, and new processes--all crucial for growth--and the resilience created by advanced risk management.

“An invaluable operating manual,” says Tony Hsieh, Zappos CEO and author of *Delivering Happiness*. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, popular motivational speaker and bestselling author Chip Conley has written “a fresh, original guide to an authentic and fulfilling life.”\* With a foreword by Tony Hsieh, CEO of Zappos and author of *Delivering Happiness* When Chip Conley, dynamic author of the bestselling *Peak*, suffered a series of devastating personal and professional

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setbacks, he began using what he came to call “Emotional Equations” (such as  $\text{Joy} = \text{Love} - \text{Fear}$ ) to help him focus on the variables in life that he could handle, rather than dwelling on the parts he couldn't, such as the bad economy, death, and taxes. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, Emotional Equations offers a way to identify the elements in our lives that we can change, those we can't, and how to better understand our emotions so they can help us . . . rather than hurt us. Equations like “ $\text{Despair} = \text{Suffering} - \text{Meaning}$ ” and “ $\text{Happiness} = \text{Wanting} \div \text{Having}$ ” have been reviewed for mathematical and psychological accuracy by experts. Now Conley tells his own comeback story and those of

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other resilient people and inspiring role models who have worked through emotional equations in their own lives. Emotional Equations arms you with practical strategies for turbulent times.

Every business knows that the best customer is a happy customer. They return again and again, bring their friends and family, and deliver tons of free advertising via word of mouth and social media. But in order to grow that loyal base, you must be keenly aware of your customers' needs and preferences. Drawing on the latest research in the exploding field of positive psychology, Columbia Business School professor Bernd Schmitt offers three unique approaches any business can use to turning a casual customer into a committed fan: • The Feel-Good

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**Method:** Use the experience of pleasure and positive emotion to hook new customers, and watch those feel-good moments transform an impulsive buyer into a committed loyalist. • **The Values-and-Meaning Method:** Attract passionate customers by appealing to their core values, like being socially responsible, protecting the environment, or living a simple life • **The Engagement Method:** Get customers to notice a unique or limited offer, immerse them in the experience, and have them share it with friends and family. Schmitt shows marketers, brand managers, and entrepreneurs how to design an authentic and successful campaign that will reach, grow, and sustain a devoted base of customers.

Perché il 95% dei visitatori non

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compra? È la domanda che assilla la maggior parte dei team di e-commerce. Per aumentare le vendite esistono tre strade: aumentare il numero dei visitatori; aumentare la percentuale dei visitatori che compra; aumentare la cifra che i visitatori spendono per un singolo acquisto. Questo manuale va oltre il semplice aumento del traffico e aiuta a migliorare i tassi di conversione e a incrementare il ROI delle campagne di marketing. Per farlo unisce pratiche di usabilità, metriche di analisi e tattiche di persuasione in una metodologia basata su cinque fasi che portano alla definizione di una strategia CRO (Conversion Rate Optimization). Corredato da esemplificativi case study, il testo è perfetto per chi è alla ricerca di soluzioni basate sui dati e su analisi di mercato oggettive, ed è



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Indicato per chi lavora a progetti e-commerce di qualsiasi dimensione curandone sia la parte di vendita in senso stretto, sia quella di marketing, inoltre si rivolge anche agli esperti del SEO che vogliono arricchire il proprio bagaglio di conoscenze.

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What you need to know about your customers Now more than ever, every interaction you have with customers is critical. Customers today have unlimited information at their fingertips—and can influence the purchase decisions and behaviors of millions of others. With this comes a shift in the balance of power, and every company must come to terms with the fact that the customer is in control. Interacting with customers in the way they want is an essential business

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strategy and in many industries, the key to business success. Executives still refer to B2B and B2C business models, as though companies control demand by going to customers with products and services. But as Bill Price and David Jaffe (authors of *The Best Service is No Service*) show, a new business model is emerging in which the customer directs the relationship. It is becoming a world of "Me2B"—one in which the customer, not the business, dictates the terms of engagement. In order for your business to thrive, you must create positive experiences to fulfill a range of customer needs. Though the mediums for customer engagement continuously evolve, Price and Jaffe show that customer needs remain unchanging. In *Your Customer Rules!*, they define a critical hierarchy of seven

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needs that your company can meet and apply as a methodology.

Throughout this practical guidebook, Price and Jaffe share examples of companies who succeed by meeting these seven needs, including Amazon, Apple, IKEA, Nordstrom, USAA, Shoes of Prey, Vente-Privee, and Yamato Transport, as well as those that didn't. *Your Customer Rules!* offers tailored advice for companies at every stage, from nimble startups to legacy firms with established customer service practices—and everyone in between. With a simple, elegant solution for driving lasting value for customers, *Your Customer Rules!* is a clear guide for strengthening customer relationships and competing on more than price. It is essential reading for executives at all levels—business owners, marketing managers, and

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anyone who works directly with  
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NEW YORK TIMES BEST SELLER •

The epic story of the greatest quest in all of science—the holy grail of physics that would explain the creation of the universe—from renowned theoretical physicist and author of *The Future of the Mind* and *The Future of Humanity* When Newton discovered the law of gravity, he unified the rules governing the heavens and the Earth. Since then, physicists have been placing new forces into ever-grander theories. But perhaps the ultimate challenge is achieving a monumental synthesis of the two remaining theories—relativity and the quantum theory. This would be the crowning achievement of science, a profound merging of all the forces of nature into one beautiful,

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magnificent equation to unlock the deepest mysteries in science: What happened before the Big Bang? What lies on the other side of a black hole? Are there other universes and dimensions? Is time travel possible? Why are we here? Kaku also explains the intense controversy swirling around this theory, with Nobel laureates taking opposite sides on this vital question. It is a captivating, gripping story; what's at stake is nothing less than our conception of the universe. Written with Kaku's trademark enthusiasm and clarity, this epic and engaging journey is the story of The God Equation.

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