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Customer Engagement: Contemporary Issues and Challenges edited by Roderick J. Brodie, Linda D. Hollebeek, Jodie Conduit, New York, Routledge, 2016, 296 pp., \$113 (Hardcover), ISBN 978-1-138-84738-5

Customer Engagement: Contemporary Issues and Challenges

Customer Engagement: Contemporary Issues and Challenges. Customer Engagement Behaviours and Value Co-creation . Matthew Alexander & Elina Jaakkola . Keywords: ...

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Customer engagement : contemporary issues and challenges

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The book's editors have identified the weakness in the current knowledge and aim to address this gap by touching on significant conceptual and empirical contributions to this emerging literature stream, providing readers with a comprehensive contemporary perspective of customer engagement.

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THE CHALLENGES OF CUSTOMER ENGAGEMENT 2016 -- Trends, demands and tools
5 Today, it is up to the company to make a move towards the customer to convince him to choose its offer from a growing selection, and to propose added value that is immediately perceptible. The 21st century customer is an extremely well-informed shopper.

The four challenges to achieving customer engagement ...

This article also presents a model summarizing extant customer engagement research and identifies critical avenues for future scholarly inquiry into customer engagement. The comprehensive review and analysis offered in this article contribute to the literature by detailing the status of customer engagement research and the evolution of relevant literature over the past 11 years.

Automated Quality Management—The Modern Solution for ...

Customer Engagement : Contemporary Issues and Challenges, Hardcover by Brodie, Roderick J. (EDT); Hollebeek, Linda D. (EDT); Conduit, Jodie (EDT), ISBN 1138847380, ISBN-13 9781138847385, Brand New, Free shipping. How customers and consumer behavior have been changing due to technology and other forces is of prime interest.

Customer Engagement: Contemporary Issues & Challenges ...

Table of Contents. Editorial, Roderick J. Brodie, Linda D. Hollebeek and Jodie Conduit
Part 1: Engagement Conceptualisations
1. Customer Engagement and Value Co-creation, Matthew Alexander and Elina Jaakkola
2. Economic Outcomes of Customer Engagement: Emerging findings, contemporary theoretical perspectives, and future challenges, Sander F. M. Beckers, Jenny van Doorn and Peter C. Verhoef
3.

Customer Engagement Contemporary Issues And Challenges

Quality management can and has been applied across many areas of customer care as a monitor of success or failure, ranging from employee evaluations to risk aversion and first contact resolution issues.

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Customer Engagement Contemporary Issues And

[The definition of Customer Engagement we use is: 'Repeated interactions that strengthen the emotional, psychological and physical investment a customer has

in a brand (product or company)'.] Solution: The primary tactics to embrace to meet the challenge of customer distraction are simplicity and persuasion.

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