

Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution

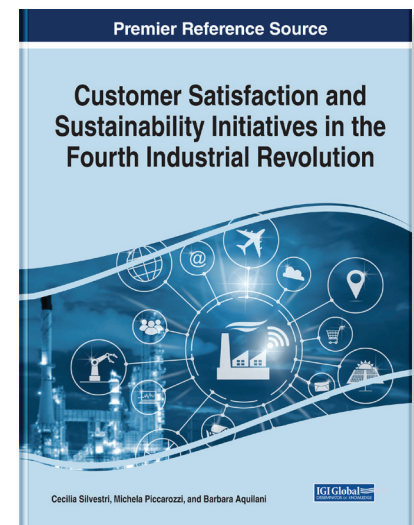
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

A well-planned marketing orientation strategy that keeps customers informed is the first step to building a long-term relationship with customers and providing them with appropriate incentives. The difficulty with providing a winning strategy in a highly competitive market, however, stems from responding to the specific needs of the customers.

Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution is an essential reference source that links together three highly relevant topics in the business of modern economy—innovation, customer satisfaction, and sustainability—and analyzes their synergies. Featuring research on topics such as e-business, global business, and sustainable innovation, this book is ideally designed for business consultants, managers, customer service representatives, entrepreneurs, academicians, researchers, and students seeking coverage on directing sustainable companies.



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Topics Covered:

- Consumer Behavior
- Consumer Loyalty
- Corporate Responsibility
- Digital Business
- E-Business
- Entrepreneurship
- Global Business
- Product Development
- Quality Management
- Sustainable Innovation

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