

The Customer Century

**Lessons from World-Class Companies in
Integrated Marketing and Communications**

Anders Gronstedt

Customer Century Lessons From World Class Companies In Integrated Communications

Elizabeth L. Toth



Customer Century Lessons From World Class Companies In Integrated Communications:

The Customer Century Anders Gronstedt, 2012-11-12 Based on hundreds of hours of in depth interviews with senior marketing and corporate communications managers from top companies such as Hewlett Packard Ericsson Philips and Xerox this book is packed with hands on advice to ensure business success in the new millennium Companies must learn to integrate communications three dimensionally externally with key customers vertically between senior management and front line workers and horizontally across departments Filled with hints tips and strategies this illuminating text shows readers the key to thriving in the upcoming customer century **The Customer Century**, 2000 Communication and Leadership in the 21st Century Holger Sievert, Daniela Bell, 2010-07-30 For some people Public Relations used to be that former journalist type who deals with the media However the public perception of the profession has changed quite substantially Communication has become a genuine modern management function The integration of successful public relations is a crucial contribution to raising the level of professionalism in an organization Communication and Leadership in the 21st Century is a review of theoretical and empirical research papers on this subject intended for scholars students and professionals across these disciplines The volume focuses in particular on four distinct but interrelated areas of communication Integrated Market Corporate Communication Communication Management Media Organizational Communication Change and Leadership Communication Strategies With special emphasis on the German and European situation and two digressions to China the authors provide different perspectives on the cross cultural context of international communications and leadership The book s four subject areas also characterize the key subjects of an innovative Executive MBA program which has been developed in cooperation with the Technische Universität München The study program is part of the communicate Qualification Program an initiative of the Bertelsmann Stiftung the Heinz Nixdorf Stiftung and the Daimler Fund The aim of communicate is to unite communication and leadership in the workplace in training and in research *The Future of Excellence in Public Relations and Communication Management* Elizabeth L. Toth, 2009-03-04 The Future of Excellence in Public Relations and Communication Management brings together a stellar collection of public relations scholars to address the question What will happen to continue the seminal theory building in public relations bolstered by the work of James E Grunig and Larissa A Grunig and the groundbreaking 1992 IABC Excellence Study examining best practices in the field This volume presents a challenge to future researchers encouraging consideration of other theoretical research problems that will lead to improving the management practice of public relations This collection advances scholarly and practitioner understanding of excellence in public relations and communication management and as such public relations and communications scholars in addition to practitioners and graduate students studying these areas will benefit immensely by reading the work in this volume **Strategic Planning for Public Relations, Third Edition** Ronald D. Smith, 2009-04-20 This innovative and popular text provides a clear pathway to

understanding public relations campaigns and other types of strategic communication Implementing the pragmatic in depth approach of the previous editions author Ronald D Smith presents a step by step unfolding of the strategic campaign process used in public relations practice Drawing from his experience in professional practice and in the classroom Smith walks readers through the critical steps for the formative research strategic and tactical planning and plan evaluation phases of the process Offering clear explanations relevant examples and practical exercises this text identifies and discusses the decision points and options in the development of a communication program The cases and examples included here explore classic public relations situations as well as current timely events This third edition includes expanded discussions of ethics diversity and technology integrated throughout the text and has a new appendix addressing media training for clients As a classroom text or a resource for professional practice this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning It serves as an accessible and understandable guide to field tested procedures offering practical insights that apply to public relations campaigns and case studies

coursework Excellent Public Relations and Effective Organizations James E. Grunig, David M. Dozier, 2003-01-30 This book is the final product of the excellence project a comprehensive research effort commissioned by the International Association of Business Communicators IABC Research Foundation Going well beyond any of the previously published reports on the Excellence study this book contains many new statistical analyses of the survey data and more details from the case studies Discussing theory and data related to several ongoing discussions in the communication profession this book answers the following questions How can we show the value of public relations What is the value of relationships How do relationships affect reputation What does it mean to practice communication strategically How can we measure and evaluate the effects of public relations programs Should communication programs be integrated How does the new female majority in the profession affect communication Excellence This book as well as the research it reports is the product of symmetrical communication and collaboration As such it is intended for scholars applied researchers students and informed professionals who understand the value of research in developing a profession such as public relations Knowledge of quantitative and qualitative research methods will make it easier to understand the book however the results are interpreted in a way that makes the analyses understandable even to those with little or no knowledge of statistics and research methods

Strategic Planning for Public Relations Ronald D. Smith, 2007-07-10 First published in 2004 Routledge is an imprint of Taylor Francis an informa company **Information Anxiety 2** Richard Saul Wurman, Loring Leifer, David Sume, 2001 PLEASE PROVIDE COURSE INFORMATION PLEASE PROVIDE Academy of Management Journal Academy of Management, 2000 Focus on management theory and practice *Book Review Digest*, 2002 **Sloan Management Review**, 1999 **Forthcoming Books** Rose Army, 2000 **Customers that Count** Tony Cram, 2001 A wonderfully fresh look at CRM Customers that Count starts with the theses that the nature of human relationship provides a model for creating

business loyalty then reviews important rules of friendship that will help you to build customer relationships Filled with lots of valuable case histories this is an idea a minute read Frederick Newell author of *The New Rules of Marketing* Securing repeat business from good customers through long term loyal relationships is the key to generating profit However there are two key elements to this that most people ignore or misunderstand First the notion of good customers That means you have to concentrate on customers that count the ones who deliver profits Equally importantly it means that you should learn to sack bad customers the others who are destroying value Second the notion of loyal relationships A loyal relationship is one that lives and goes beyond the database If you want these customers loyalty you have to treat them like valued human beings not just numbers This book is more than just another book on CRM It goes beyond the concept of capturing customers into captivating them In a world where consumer choice has never been greater and where the cost of acquiring new customers is sometimes more than the value they bring in you can't afford to treat all customers the same the company that seems human will win As customer value replaces cost control as the guiding principle of management Tony Cram reveals how to manage the customers that count *Choice* ,2000 *Using Advertising and Promotion to Build Brands with Powerweb* Tom Duncan,2001-09 This is an applied text with a strong brand message Most texts on the market teach functions but neglect integration and organization which should be the very foundation of Marketing This text answers the questions of when to use how to use and who should be involved in the interrelated functions of Marketing today This text also teaches the cost effectiveness of developing brand relationship managing the ongoing dialogue between buyer and seller and how to truly integrate the consumer into Business to business marketing vs Business to consumer marketing B2B and B2C *The Publishers Weekly* ,1999 *American Book Publishing Record* ,2000 *Subject Guide to Books in Print* ,2001 **Teorija in praksa** ,2002 Dru boslovna revija Adweek ,2000-04

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