

Essentials Of Services Marketing Nus

Have you ever wondered whether individuals born in the year of the Dragon are truly blessed? Or why you can't find a taxi when you need one? What about the effects of superstitious beliefs on housing prices? Kiasunomics© explores these issues and more in a series of stories through the lens of Teng, the protagonist of this book. Told in a conversational story-telling style yet grounded on rigorous research, the book explains the influences and outcomes of the decisions we make, using simple economic logic. The book follows the life journey of Teng — from birth to adulthood — and examines how seemingly innocuous decisions bear economic consequences on his life. It starts with the decision by Teng's parents to have him as a Dragon baby and shows how this decision affects not only his education but also his career and spending in the long term. The grown-up Teng in later chapters, is a taxi driver who learns that the daily budgeting of finances from many of his taxi-driving friends has proven to be poor financial planning. The story also shows how his purchase of a flat based on superstitious beliefs, and its location near a primary school and a Mass Rapid Transit station influences prices, and with some surprising results. This book touches the man on the street with issues that many Singaporeans can identify with. These include how Singaporeans' shopping in Johor affects their spending and savings; how different shoppers respond variedly to predictable promotions such as the Great Singapore Sale; how the haze or a mere nearby construction site affects water and electricity consumption; how playing golf elevates women's opportunities to sit on corporate boards; how Singaporeans' travel patterns are affected by their opinion towards public transportation; and how retirement poses financial challenges in silver years. These and many more are unravelled in the 20 stand-alone chapters through the authors' application of their research findings to day-to-day issues. Kiasunomics© brings to light that research can be made relevant to our daily living. Research helps us make sense of what we do and with that, we can learn to make better decisions for a smarter thinking nation.

Preface -- Introduction -- Service environments - an important element of the service marketing mix -- What is the purpose of service environments? -- The theory behind consumer responses to service environments -- Dimensions of the service environment -- Putting it all together -- Conclusion -- Summary -- Endnotes

Preface -- Introduction -- Service employees are extremely important -- Frontline work is difficult and stressful -- Cycles of failure, mediocrity and success -- Human resource management : how to get it right -- Service culture, climate and leadership -- Conclusion -- Summary -- Endnotes

Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts. Make it easy for students to relate: Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe. Help students see how various concepts fit into the big picture: Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for lessons: Enhanced Instructor Supplements Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help

link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer. Case Bank: Cases can be in PDF format available for download as an Instructor Resource.

Crafting the Service Environment

Service Marketing Communications

Managing People for Service Advantage

Asian Brand Strategy (Revised and Updated)

Building a World-Class Service Organisation

Innovation and Commodification in Management Consulting

In services marketing, it is important to understand why customers behave the way they do. How do they make decisions about buying and using a service? What determines their satisfaction with it after consumption? Without this understanding, no firm can hope to create and deliver services that will result in satisfied customers who will buy again. Understanding Service Consumers is the first volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world. Contents: Readership: Business and Marketing students at MBA and eMBA level; marketing professionals and practitioners. Services Marketing;Marketing;Consumer BehaviorPositioning Services;Service Process;Service Environment;Service AdvantageCustomer Relationships;Managing Relationship and Building Loyalty;Complaint Handling;Service Recovery;Service Excellence;Service Quality and Productivity; Service LeadershipKey Features: There are many books on service management in the market, but most are narrowly focused and/or based on anecdotal evidence. This new book is the first to rigorously cover key aspects of services marketing and management, and that is rooted in sound academic research. This book bridges the gap between cutting-edge academic research and practitioners The book makes extant academic knowledge easily accessible. For example, each chapter features an organizational framework that provides an overview of core concepts at a glance, and it ends with a succinct chapter summary in bullet points The book features global best practices and latest trends; it takes on a global perspective with about 40% of all examples originating from the Americas, 30% from Europe and 30% from Asia "Services Marketing is well known for its authoritative presentation and strong instructor support. The new 6th edition continues to deliver on this promise. Contemporary Services

Marketing concepts and techniques are presented in an Australian and Asia-Pacific context. In this edition, the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive world of services marketing. New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students. The strategic marketing framework gives instructors maximum flexibility in teaching. Suits undergraduate and graduate-level courses in Services Marketing."

TESTIMONIALS "One of the most important books of our times!" – Bernard Marr "An essential reading for anybody who cares about the future of work" – Arianna Huffington "This insightful and practical guidebook is instrumental for success in the Fourth Industrial Revolution" – Klaus Schwab, founder of the World Economic Forum "An insightful exploration of Intelligent Automation" – Dr. Kai-Fu Lee, Author of NYT Bestseller "AI Superpowers" "This field guide is essential reading" – Gartner "Masterful insight, this book is more relevant than ever" – HFS "This book needed to be written" – Forrester

ABOUT THE BOOK This is the first book on Intelligent Automation (IA). Also called Hyperautomation, it is one of the most recent trends in the field of artificial intelligence. IA is a cutting-edge combination of methods and technologies, involving people, organizations, machine learning, low-code platforms, robotic process automation (RPA), and more. This book is for everyone – whether you are an experienced practitioner, new to the topic, or simply interested in what the future holds for enterprises, work, life, and society as a whole. Key content of the book: > What is Intelligent Automation (IA)? Why has the use of IA been expanding so rapidly? What are the benefits it unleashes for employees, companies, customers, and society? > How have leading organizations been able to harness the full potential of IA, at scale, and generate massive efficiency gains in the range of 20 to 60%? > How can IA save 10+ million lives per year, triple our global budget for education, eliminate hunger, help protect our planet, or increase the resilience of society to pandemics and crises? What you will get from this book: > Get the lessons learned from 100+ IA transformation successes (and failures) > Benefit from the largest publicly available library of 500+ IA use cases by industry and by business function > Gain access to insights garnered from 200+ IA industry experts Read more about this book: www.intelligentautomationbook.com and get it on Amazon: <https://www.amazon.fr/dp/B08KFLY51Y>

WHY THIS BOOK? While many books have been published on AI, machine learning, or robotics, a comprehensive reference guidebook had never yet been written on the topic of IA. Also, it seemed essential to us to work towards

establishing IA as a field, with its own frameworks, use cases, methods, and critical success factors. ABOUT THE AUTHORS Pascal Bornet is a recognized global expert, thought leader, and pioneer in the field of intelligent automation (IA). He founded and led the IA practices for Mckinsey & Company and Ernst & Young (EY), where he drove hundreds of IA transformations across industries. Bornet is a member of the Forbes Technology Council, and he was awarded Global Top Voice in Technology 2019. Ian Barkin is Chief Strategy & Marketing Officer at SYKES. He is a globally recognized thought leader and veteran in the IA space. Barkin co-founded Symphony Ventures, a pure-play IA consulting company providing cutting-edge services across all sectors. In 2018, the company was acquired for US\$69 million by SYKES, a NASDAQ-listed global leader. Dr. Jochen Wirtz is Vice-Dean MBA Programmes at the National University of Singapore Business School, and Professor of Marketing. He is a well-known and highly acclaimed author with more than 20 books published, including "Services Marketing - People, Technology, Strategy". His research has been published in over 100 academic journal articles, and he received over 40 awards.

Building upon the previous editions, this textbook is a first course in stochastic processes taken by undergraduate and graduate students (MS and PhD students from math, statistics, economics, computer science, engineering, and finance departments) who have had a course in probability theory. It covers Markov chains in discrete and continuous time, Poisson processes, renewal processes, martingales, and option pricing. One can only learn a subject by seeing it in action, so there are a large number of examples and more than 300 carefully chosen exercises to deepen the reader's understanding. Drawing from teaching experience and student feedback, there are many new examples and problems with solutions that use TI-83 to eliminate the tedious details of solving linear equations by hand, and the collection of exercises is much improved, with many more biological examples. Originally included in previous editions, material too advanced for this first course in stochastic processes has been eliminated while treatment of other topics useful for applications has been expanded. In addition, the ordering of topics has been improved; for example, the difficult subject of martingales is delayed until its usefulness can be applied in the treatment of mathematical finance.

Effective Funding Strategies for Parents and Students

Success through People, Technology and Strategy

Pricing Services and Revenue Management

Understanding Service Consumers

An Asian Case Book

Handbook of Service Business

Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge. Derived from the globally leading textbook for Services Marketing by the same author, this book offers a comprehensive overview of extant knowledge on the topic. Accessible and practical, **Winning in Service Markets** bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.

This second edition of the bestselling **Asian Brand Strategy** takes a look at how Asian brands continue to gain share-of-voice and share-of-market. Featuring a user-friendly strategic model, new research, and case studies, this book provides a framework for understanding Asian branding strategies and Asian brands.

Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability provides an overview of revenue management (RM) and discusses approaches that firms can use to more profitably manage and define the ways in which they sell their capacity.

Singapore Airlines (SIA) is widely acknowledged as one of the world's leading airlines, if not the best airline, globally. This book provides insights into a simple but intriguing question: How has SIA managed to outperform other flag-carriers for decades in an industry where it is notoriously difficult to succeed consistently? This updated second edition of **Flying High in a Competitive Industry** begins with an analysis of the airline industry and its key trends, moving on to a broad outline of SIA's strategic drivers of success. Empirical research was conducted at SIA to gain a deeper understanding of its strategy, core competencies and internal organisation, innovation processes and human resource practices, in order to instill strategy lessons that can inform the strategies of any organisation competing in intensely competitive industries. This book ends with some strategic lessons that apply to any organisation that aims to

achieve sustainable success in hypercompetitive markets.

Handbook of Research on Customer Engagement

Learn how to harness Artificial Intelligence to boost business & make our world more human

Superbosses

Services Marketing

Some Applications

INTELLIGENT AUTOMATION

This book encompasses empirical evidences to understand the application of data analytical techniques in emerging contexts. Varied studies relating to manufacturing and services sectors including healthcare, banking, information technology, power, education sector etc. stresses upon the systematic approach followed in applying the data analytical techniques; and also analyses how these techniques are effective in decision-making in different contexts. Especially, the application of regression modeling, financial modelling, multi-group modeling, cluster analysis, and sentiment analysis will help the readers in understanding critical business scenarios in the best possible way, and which later can help them in arriving at best solution for the business related problems. The individual chapters will help the readers in understanding the role of specific data analytic tools and techniques in resolving business operational issues experienced in manufacturing and service organisations in India and in developing countries. The book offers a relevant resource that will help readers in the application and interpretation of data analytical statistical practices relating to emerging issues like customer experience, marketing capability, quality of manufactured products, strategic orientation, high-performance human resource policy, employee resilience, financial resources, etc. This book will be of interest to a professional audience that include practitioners, policy makers, NGOs, managers and employees as well as academicians, researchers and students.

Have you ever wondered how one can save from taxi rides during surge pricing? Why you would shop more under sunny weather? What effects does a bankrupt neighbour have on residents living in the estate? How do people perceive risks during the coronavirus pandemic?

Kiasunomics©2 explores these issues and more in a light-hearted and easy-to-understand manner, by showing the economic ramifications of individual choices through the lens of Teng, the protagonist of this book, and his family and friends. Based on research from the National University of Singapore, the book explains the influences and consequences of the decisions made by all of us, using simple economic logic. This sequel to , a finalist at the Singapore Book Awards 2018, fast forwards a couple of years and follows Teng in his mid-career as a taxi driver. Ferrying passengers for a living, Teng has to grapple with challenges arising from ride hailing services. As one of the breadwinners in a three-generation household, Teng's ability to make wise financial decisions in a fast-changing world becomes increasingly important in attaining his dream of moving his family up the socio-economic ladder. This book covers hot and timely topics, which include: falling prices of old Housing and Development Board flats, rising land prices, wealth disparity among households, the Central Provident Fund retirement policy, regulation

of car population, ride hailing services, mobile payments, and the coronavirus pandemic. These are unravelled through the authors' application of research findings. The book brings to light the relevance of research, often seen as esoteric, on our daily life and decision making. It also bears on policy implications, particularly issues on transportation, health, housing, and retirement.

Customer engagement is now a critical research priority in contemporary marketing. In this Handbook, a cadre of international scholars offer an overview of current research on this rapidly growing field of study.

This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

Pessoas, Tecnologia e Estratégia

Catalyzing Innovations For A Sustainable Future: Bite-sized Commentaries And Resource Materials

Building and Sustaining Strong Global Brands in Asia

Essentials of Services Marketing, [GLOBAL EDITION]

Secrets of the World's Leading Airline

How Exceptional Leaders Master the Flow of Talent

All service organizations face choices concerning the types of products to offer and how to deliver them to customers. Designing a service product is a complex task that requires an understanding of how the core and supplementary services should be combined, sequenced, and delivered to create a value proposition that meets the needs of target segments. Developing Service Products and Brands is the third volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world. Creating a viable service requires a business model that allows for the costs of creating and delivering the service, in addition to a margin for profits, to be recovered through

realistic pricing and revenue management strategies. However, the pricing of services is complicated. Pricing Services and Revenue Management explains how to set an effective pricing and revenue management strategy that fulfils the promise of the value proposition so that a value exchange takes place. This book is the fourth volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world. In The Management of Luxury, 50 contributors from 11 countries and 23 top academic institutions working at the forefront of luxury management research provide experienced luxury managers and luxury researchers with insightful marketing and management perspectives on the luxury market. The Management of Luxury is a book for those who marvel at the industry unlike any other; those who consider managing in it as a constant balance between trusting the conventional and trying the innovative to enable the extraordinary. Including case studies on iconic brands such as Burberry, Louis Vuitton, and Leica, The Management of Luxury equips readers with innovative insights and perspectives to better understand the nature of the luxury industry so they can more effectively manage businesses in the luxury market.

The digital age has transformed the very nature of marketing. Armed with smartphones, tablets, PCs and smart TVs, consumers are increasingly hanging out on the internet. Cyberspace has changed the way they communicate, and the way they shop and buy. This fluid, de-centralized and multidirectional medium is changing the way brands engage with consumers. At the same time, technology and innovation, coupled with the explosion of business data, has fundamentally altered the manner we collect, process, analyse and disseminate market intelligence. The increased volume, variety and velocity of information enables marketers to respond with much greater speed, to changes in the marketplace. Market intelligence is timelier, less expensive, and more accurate and actionable. Anchored in this age of transformations, Marketing Analytics is a practitioner's guide to marketing management in the 21st century. The text devotes

considerable attention to the way market analytic techniques and market research processes are being refined and re-engineered. Written by a marketing veteran, it is intended to guide marketers as they craft market strategies, and execute their day to day tasks.

The Black Book of Clinical Examination

The Strategy and Tactics of Pricing

Winning in Service Markets

Handbook of Developments in Consumer Behaviour

Developing Service Products and Brands

People, Technology, Strategy

This Handbook examines the area of consumer behaviour from the perspective of current developments and developing areas for the discipline, to new opportunities that comprehend the nature of consumer choice and its relationship to marketing. Consumer research incorporates perspectives from a spectrum of long-established sciences: psychology, economics and sociology. This Handbook strives to include this multitude of sources of thought, adding geography, neuroscience, ethics and behavioural ecology to this list. Encompassing scholars with a passion for researching consumers, this Handbook highlights important developments in consumer behaviour research, including consumer culture, impulsivity and compulsiveness, ethics and behavioural ecology. It examines evolutionary and neuroscience perspectives as well as consumer choice. Undergraduate and postgraduate students and researchers in marketing with interests in consumer behaviour will find this enriching resource invaluable.

Parents and students alike are increasingly concerned about the rising cost of a university education and the burden of post-graduation debt. However, there are long-term strategies that can help to alleviate the situation, and there are many bursaries and allowances that go unclaimed every year. Paying for University is aimed at anyone who needs to know all the options when planning the funding of a university course. In addition to the obvious costs, what hidden expenses can be identified? What is the real impact of variable top-up fees? And how can extra funds be raised to pay for that hard-

won university place? With detailed chapters on both costs and potential income, this accessible book is the ultimate road map for guiding readers through the financial jungle and identifying the sources of available funding

Essentials of Services Marketing, 1st edition, is the only introductory services marketing textbook presented in full color. Written by Lovelock, Wirtz and Chew, this text's presentation of visual learning aids, coupled with the reader-friendly use of language will impress upon students that this is one marketing text clearly written with them in mind.

Services Marketing: People, Technology, Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples. This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view. **Supplementary Material Resources:** Resources are available to instructors who adopt this textbook for their courses. These include: (1) Instructor's Manual, (2) Case Teaching Notes, (3) PowerPoint deck, and (4) Test Bank. Please contact sales@wspc.com. **Key Features:**

Kapferer on Luxury

Services Marketing: People, Technology, Strategy (Ninth Edition)

Positioning Services in Competitive Markets

Management, Marketing, Innovation and Internationalisation

Welcome to the World of Hyperautomation

A Practitioner's Handbook

What makes consumers or institutional buyers select, and remain loyal to, one service provider over another? Without knowing which product features are of specific interest to customers, it is hard for managers to develop an appropriate strategy. As competition intensifies in the service sector, it is becoming more important for service organizations to differentiate their products in ways meaningful to customers. *Positioning Services in Competitive Markets* is the

second volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world. Líder global em marketing de serviços, este livro apresenta, de maneira sólida e fascinante, o mais completo painel dos diferentes setores de serviços e seus principais desafios. Este é um verdadeiro manual que oferece uma forte abordagem gerencial alicerçada por uma estrutura didática coerente e progressiva baseada em pesquisas acadêmicas fundamentadas, privilegiando sempre a teoria com foco em resultados. Descreve práticas de organizações inovadoras e vencedoras do mundo todo para você entender como atingir excelência em serviços tendo como aliado fundamental o tripé gestão de pessoas, tecnologia de ponta e as melhores estratégias. Esta obra traz os elementos essenciais a todos os profissionais de marketing de serviços, ensinando como fazer a gestão da interface entre os clientes e a empresa de serviços com base nos 4 Ps tradicionais somados aos novos Ps do marketing de serviços (pessoas, processos, paisagem de serviços e produtividade); desenvolver relacionamento com clientes por meio da lealdade, da resolução eficiente de reclamações e da recuperação do serviço para conquistar lucratividade de longo prazo; despertar no cliente o estado emocional desejável no momento da entrega do serviço; destacar a qualidade do serviço e a produtividade, para conquistar liderança em serviços de excelência e alavancar o desempenho do negócio até mesmo em situações de crise. Aqui você encontra muitos exemplos reais, estudos de caso de sucesso e de abrangência nacional e internacional, questões de revisão dos conteúdos abordados e materiais complementares valiosos que vão ajudar você a entender o que pode dar certo ou não em determinados negócios e como otimizar a tomada de decisão perante os desafios da gestão em marketing de serviços. Este é o livro certo para você, profissional ou estudante, que precisa aprender sobre as características distintas de serviços em todos os setores e criar vantagem competitiva com os melhores insights e resultados! Aplicação: esta obra é indicada para estudantes dos cursos de Marketing e Administração, nas disciplinas que abrangem Marketing de Serviços, além de profissionais das áreas de marketing e de serviços, turismo, hotelaria, gastronomia, eventos, empreendedores, gestores em geral e todos aqueles que lidam com serviços em seu dia a dia e precisam dar visibilidade ao seu negócio.

Although there has traditionally been considerable field-level attention on how consultants

market their ideas and practices, there is still a lack of research that discusses the earlier intra-organizational phases in the development process. While the present literature provides important insights that enhance our understanding of consulting, the consultancy industry, and the way that consultants present their ideas and services on the market for management solutions, we know relatively little about the way knowledge-based innovations develop within consultancy firms and the mechanisms that shape the intra-organizational evolution of these ideas and practices. This book seeks to address this gap by revealing how the development of new ideas and practices takes shape in consultancies. The work addresses questions such as: In which way do consultancies sense the contemporary market needs? How do new ideas and practices become established within a consultancy? How do consultancies seek to maintain their repertoire? And what role do these new ideas and practices play in their assignments? To provide more insight into these different aspects of knowledge-based innovation in consultancies, the book draws on and integrates literature from diverse relevant fields such as product innovation and market orientation, but also uses institutional and practice-based perspectives. The research presented in this book can be seen in the light of emerging research into 'knowledge-based innovation' and 'new concept development' that concentrate on empirically studying how knowledge entrepreneurs seek to develop commercially viable ideas and practices that have the potential to have a significant impact on management and organizational praxis.

The fundamentals of services marketing presented in a strategic marketing framework. Organized around a strategic marketing framework Services Marketing guides readers into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

Advanced Strategies and Tools to Enhance Firm Profitability

Revenue Management

Essentials of Services Marketing

International Student Edition

Understanding the Role of Business Analytics

The Management Idea Factory

Preface -- Introduction -- Creating a world-class service organization -- From losers to leaders: four levels of service performance -- Moving to a higher level of performance -- Customer satisfaction and corporate performance -- Conclusion -- Summary -- Endnotes

"Superbosses is the rare business book that is chock full of new, useful, and often unexpected ideas. After you read Finkelstein's well-

crafted gem, you will never go about leading, evaluating, and developing talent in quite the same way. ” —Robert Sutton, author of *Scaling Up Excellence* and *The No Asshole Rule* “ Maybe you ’ re a decent boss. But are you a superboss? That ’ s the question you ’ ll be asking yourself after reading Sydney Finkelstein ’ s fascinating book. By revealing the secrets of superbosses from finance to fashion and from cooking to comic books, Finkelstein offers a smart, actionable playbook for anyone trying to become a better leader. ” —Daniel H. Pink, author of *To Sell Is Human* and *Drive* A fascinating exploration of the world ’ s most effective bosses—and how they motivate, inspire, and enable others to advance their companies and shape entire industries, by the author of *How Smart Executives Fail*. A must-read for anyone interested in leadership and building an enduring pipeline of talent. What do football coach Bill Walsh, restaurateur Alice Waters, television executive Lorne Michaels, technology CEO Larry Ellison, and fashion pioneer Ralph Lauren have in common? On the surface, not much, other than consistent success in their fields. But below the surface, they share a common approach to finding, nurturing, leading, and even letting go of great people. The way they deal with talent makes them not merely success stories, not merely organization builders, but what Sydney Finkelstein calls superbosses. After ten years of research and more than two hundred interviews, Finkelstein—an acclaimed professor at Dartmouth ’ s Tuck School of Business, speaker, and executive coach and consultant—discovered that superbosses exist in nearly every industry. If you study the top fifty leaders in any field, as many as one-third will have once worked for a superboss. While superbosses differ in their personal styles, they all focus on identifying promising newcomers, inspiring their best work, and launching them into highly successful careers—while also expanding their own networks and building stronger companies. Among the practices that distinguish superbosses: They Create Master-Apprentice Relationships. Superbosses customize their coaching to what each protégé really needs, and also are constant founts of practical wisdom. Advertising legend Jay Chiat not only worked closely with each of his employees but would sometimes extend their discussions into the night. They Rely on the Cohort Effect. Superbosses strongly encourage collegiality even as they simultaneously drive internal competition. At Lorne Michaels ’ s *Saturday Night Live*, writers and performers are judged by how much of their material actually gets on the air, but they can ’ t get anything on the air without the support of their coworkers. They Say Good-Bye on Good Terms. Nobody likes it when great employees quit, but superbosses don ’ t respond with anger or resentment. They know that former direct reports can become highly valuable members of their network, especially as they rise to major new roles elsewhere. Julian Robertson, the billionaire hedge fund manager, continued to work with and invest in his former employees who started their own funds. By sharing the fascinating stories of superbosses and their protégés, Finkelstein explores a phenomenon that never had a name before. And he shows how each of us can emulate the best tactics of superbosses to create our own powerful networks of extraordinary talent.

Preface -- Introduction -- Integrated service marketing communications -- Defining target audience -- Specifying service communication objectives -- Crafting effective service communication messages -- The services marketing communication mix -- Timing decisions of services marketing communication -- Budget decisions and program evaluation -- Ethical and consumer privacy issues in communications -- The role of corporate design -- Integrated marketing communications -- Conclusion -- Summary -- Endnotes

This casebook complements and accompanies Philip Kotler and Gary Armstrong's *Principles of Marketing* by providing 37 cases on Asian companies operating in Asia and/or outside Asia, as well as about non-Asian companies operating within Asia.

Kiasunomics 2: Economic Insights For Everyday Life

How Luxury Brands Can Grow Yet Remain Rare

Flying High in a Competitive Industry

The Management of Luxury

Marketing de Serviços

Principles of Marketing

Essentials of Services Marketing, 3e, is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level. It delivers streamlined coverage of services marketing topics with an exciting global outlook with visual learning aids and clear language. It has been designed so that instructors can make selective use of chapters and cases to teach courses of different lengths and formats in either services marketing or services management.

Service business accounts for more than 75 per cent of the wealth and employment created in most developed market economies. The management and economics of service business is based around selling expertise, knowledge and experiences. This Handbook co

What is innovation and what does it take to make it work? How can innovation management and governance help to create and capture new value towards a sustainable future? This reader contains several 'op-eds' (op-ed = short for 'opposite the editorial page') on innovation management and urban sustainability matters written between 2012 and 2020 for Singapore-based print media aimed at providing interested readers with deeper insights into key enablers of effective innovation governance at corporate levels. The bite-sized commentaries on innovation matters are loosely structured with regards to Leadership & Strategy, People & Organisational Culture, Innovation Processes, Knowledge & Learning as well as Innovation Governance. Besides three case studies of innovation award winners (Singapore Airlines; National Library Board Singapore; Qian Hu Corporation Ltd.), the book also entails reflections about the 'smart city' strategies of Singapore, Berlin (Germany) and Barcelona (Spain) aimed at enhancing sustainability and liveability. This resource book is essential reading for anyone interested in acquiring innovation management and governance know how — from graduate students and advanced undergraduates to innovation practitioners in business and society as well as start-up founders and municipal leaders.

Kiasunomics©: Stories Of Singaporean Economic Behaviours

Essentials of Stochastic Processes

The Essential Guide to Paying for University

Marketing Analytics: A Practitioner's Guide To Marketing Analytics And Research Methods