



Customer Value Management. Valore, strategie e performance nella gestione del portafoglio clienti (Italian Edition)

Balboni Bernardo

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Il Customer Value Management è pratica che va applicata alla realtà aziendale. L'applicazione descritta nel volume ha il merito di evidenziare le performance realizzate effettivamente da un'impresa industriale e di proporre, inoltre, una soluzione organizzativa per l'implementazione di questo strumento analitico e gestionale.

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