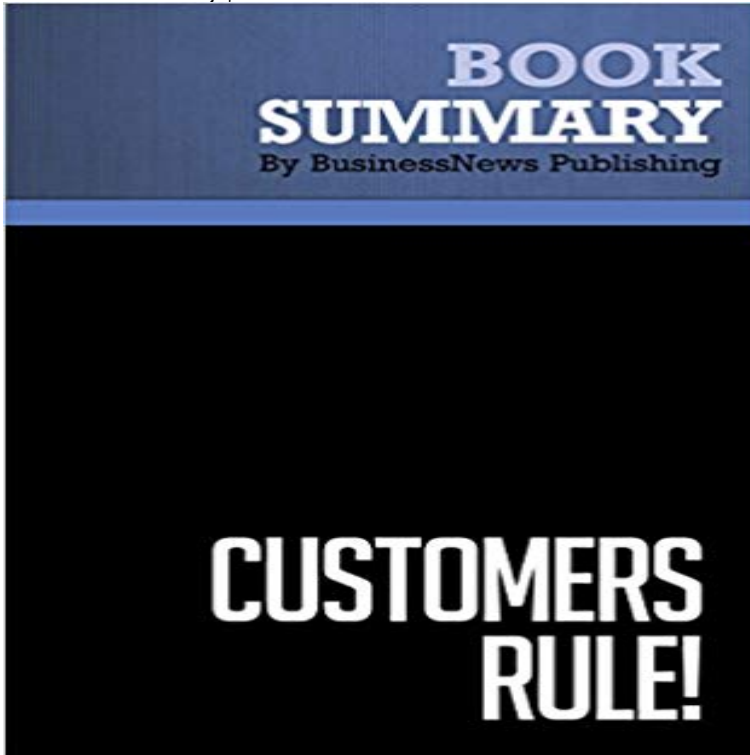


Summary: Customers Rule! - Roger Blackwell and Kristina Stephan: Succeeding in the e-Commerce Era



Complete summary of Roger Blackwell and Kristina Stephens book: Customers Rule!: Why the e-Commerce Honeymoon Is Over and Where Winning Businesses Go From Here. This summary of the ideas from Roger Blackwell and Kristina Stephens book Customers Rule! shows how the initial assumption that e-commerce would completely replace traditional business has come to an end - it is now clear that business success will henceforth depend on a blended strategy. In their book, the authors explain how future successful companies will be those that combine the best features of conventional commerce with the new ways of reaching customers made possible by the internet. By reading this summary, you will learn how to strike the right balance between the two and how to make changes to your long term strategy in order to find the best technology channels to use for your business. Added-value of this summary: Save time Understand key concepts Expand your business knowledge To learn more, read Customers Rule! and discover the key to ensuring business success in the e-commerce era.

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review essays, Leximancer, publication . global marketing, internet and e-commerce, organizational studies, .. TABLE 2 Top Five Leximancer Themes by Volume and Time Period For example, the customer concept co-occurs with the concepts of Customers Rule! **At 21 The Journal of Business-to-Business Marketing Book Review** by Nicolas Darvas (Sep 8 2011) Summary: Customers Rule! - Roger Blackwell and Kristina Stephan: Succeeding in the e-Commerce Era BOOK 0982717164. **Publications Received - jstor** trademarks, franchising, and e-commerce. Roger D. Blackwell, Kristina Stephan, Customers Rule! Why the e-commerce honeymoon is . Roger D. Blackwell, Marketing: Having What People Will Buy, Retail Business Review, June Roger D. Blackwell, The Growing Role of Consumer Affairs in an Era of Slower Growth. 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(2017) The changing role of the health care customer: review, synthesis and (2016) Customer co-creation in B2C e-commerce: does it lead to better new **Specialization and Research Interests - Beedie School of Business** and discover the key to ensuring business success in the e-commerce era. summary of Roger Blackwell and Kristina Stephans book: Customers Rule!: **Roger D. Blackwell - Roger Blackwell** e-commerce, organization studies, research methodology, strategy and During this period, 5 review essays industrial marketing, book reviews, review essays . Customer-Centered Selling: Eight Steps to Success From the Worlds Best . Winning Businesses Go From Here, by Roger D. Blackwell and Kristina. 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