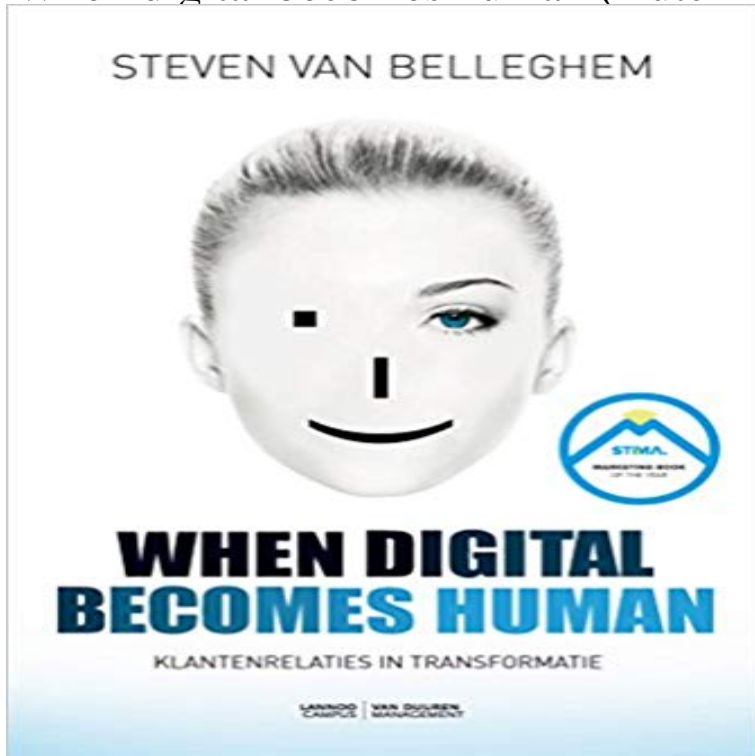


When digital becomes human (Dutch Edition)



Marketingbook of the Year Bedrijven die het verschil weten te maken met een human touch veroveren het hart van hun klant;;Nu met gratis verzending (t.e.m. 14/02/2016) De klantenrelatie van de toekomst is digitaal en menselijk. In dit boek wil ik het belang van beide factoren beklemtonen. Iedereen praat immers over het digitale, waardoor het strategische van het menselijke contact vaak wordt onderschat. Ik hoop dat bedrijven na het lezen van dit verhaal zullen nadenken over elk onderdeel van de klantenrelatie om zich meer in de richting van When Digital Becomes Human te bewegen. De ideale klantenrelatie kan echter nooit bereikt worden. Deze evolueert elke dag. Dit boek is geschreven om bedrijfsleiders te helpen bij het opmaken van hun langetermijnstrategie. Ik heb het eveneens geschreven voor iedereen met een persoonlijke interesse in de toekomst van klantenrelaties. Stel jezelf bij het lezen de vraag: wat betekent dit voor mij als persoon?

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