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who really want to  
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The Intuitive Customer: 7  
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The Intuitive Customer, is a  
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next level. Many organizations are witnessing their Customer measures (NPS® etc) plateau and struggle to know what to do to move their Customer Experience (CX) to the next level. To address these new problems, new thinking is needed.

*The Intuitive Customer, a Book by Colin Shaw and Ryan Hamilton*

The Intuitive Customer: 7 Imperatives for Moving Your Customer Experience to the Next Level: Shaw, Visiting Scholar Colin, Hamilton, Ryan: Amazon.com.mx: Libros

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The Intuitive Customer, is a book about CX or customer experience which is really important for businesses of all sizes.

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Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

"We have to adapt to the impacts that, unfortunately,

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we can no longer avoid", said President Obama at the UN Climate Summit in September 2014. Adaptation and resilience are now a must in both academic research and international bodies. A fashionable concept, resilience's polysemy sparks many debates on its uses and operational relevance. This book bridges the increasing divide between academic research and the latest planning innovations, offering practical and conceptual insights for practitioners, researchers and students. Magali Reghezza-Zitt and Samuel Rufat present a cross-disciplinary, state-of-the-

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art debate and critical  
analysis of the social,  
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resilience. Offers a  
critical approach of  
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Provides insights ranging  
from the most recent  
theoretical issues to the  
most practical engineering  
innovations Links the latest  
cross-disciplinary academic  
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date, practical innovations

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based program to help you develop a healthy relationship with food, pay attention to cues of hunger and satisfaction, and cultivate a profound connection with your mind and body. Have you tried fad diet after fad diet, only to gain weight back? Maybe you've tried the protein diet only to move on to vegetables only? Raw almonds and coconut water every forty-five minutes instead of big meals? Or perhaps you've tried counting calories, but the numbers on the scale still don't add up. If you are ready to throw in your hat and give up on dieting for good, take

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food! You were born with all the wisdom you need for eating intuitively. This book will help you reconnect with that wisdom and ultimately change your life—one meal at a time.

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systematically, with a vivid writing style that enlivens the topics with energy and wit. Individual theories are discussed in detail in the first part of the book, before these positions are applied to a wide range of contemporary situations including business ethics, sexual ethics, and the acceptability of eating animals. A wealth of real-life examples, set out with depth and care, illuminate the complexities of different ethical approaches while conveying their modern-day relevance. This concise and highly engaging resource is tailored to the Ethics components of AQA Philosophy

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and OCR Religious Studies, with a clear and practical layout that includes end-of-chapter summaries, key terms, and common mistakes to avoid. It should also be of practical use for those teaching Philosophy as part of the International Baccalaureate. Ethics for A-Level is of particular value to students and teachers, but Fisher and Dimmock's precise and scholarly approach will appeal to anyone seeking a rigorous and lively introduction to the challenging subject of ethics. Tailored to the Ethics components of AQA Philosophy and OCR Religious Studies.



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Simons presents the seven key questions a manager and his team must continually ask. Drawing on decades of research into performance management systems and organization design, "Seven Strategy Questions" is a no-nonsense, must-read resource for all leaders in any organization.

A refreshed edition of *Jambalaya: The Natural Woman's Book of Personal Charms and Practical Rituals*—updated with a note from the author sharing the changes that have occurred in the 30 years since its original publication. "A

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book of startling  
remembrances, revelations,  
directives, and imperatives,  
filled with the mysticism,  
wisdom, and common sense of  
the African religion of the  
Mother. It should be read  
with the same open-minded  
love with which it was  
written."—Alice Walker,  
author of *The Color Purple*  
Since its original  
publication in 1985,  
*Jambalaya* has become a  
classic among Women's  
Spirituality Educators,  
practitioners of traditional  
Africana religions,  
environmental activists, and  
cultural creatives. A mix of  
memoir, spiritual teachings,  
and practices from Afro-

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American traditions such as Ifa/Orisha, and New Orleans Voodoo, it offers a fascinating introduction to the world of nature-based spirituality, Goddess worship, and rituals from the African diaspora. More relevant today than it was 36 years ago, the wisdom of Jambalaya reconnects us to the natural and spiritual world, and the centuries-old traditions of African ancestors, whose voices echo through time, guiding us and blending with our own.

In this book Papanek looks at the exciting possibilities for the future if architecture and design

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were to become environmentally and socially responsible. He shows how people can contribute to the well-being of the planet through awareness of design.

In the first edition of this landmark book, business loyalty guru Fred Reichheld revealed the question most critical to your company's future: "Would you recommend us to a friend?" By asking customers this question, you identify detractors, who sully your firm's reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a

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vital metric: your Net Promoter Score. Since the book was first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated and expanded edition, Reichheld, with Bain colleague Rob Markey, explains how practitioners have built Net Promoter into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld:

- Defines the fundamental concept of Net Promoter,

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Explaining its connection to your company's growth and sustained success • Presents the closed-loop feedback process and demonstrates its power to energize employees and delight customers • Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business Practical and insightful, The Ultimate Question 2.0 provides a blueprint for long-term growth and success.

This volume offers the first comprehensive description of English imperatives made from a Cognitive Linguistic

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imperative. It proposes a new way of explaining the meaning and function of the imperative independently of illocutionary act classifications, which allows for quantifying the strength of imperative force in terms of parameters and numerical values.

Furthermore, the book applies the theory of Construction Grammar to account for the felicity of imperatives in complex sentences. The model of description explains explicitly a wide range of phenomena, including frequency of use, prototypical vs. non-prototypical uses of the

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English imperative and the choice between longer vs. shorter directives including the imperative. A Cognitive Linguistic Analysis of the English Imperative: With Special Reference to Japanese Imperatives is intended for both researchers and students interested in the English imperative and Directive Speech Acts at large and for the linguists working within the Cognitive Linguistics and/or Construction Grammar approach.

The philosophy professor behind Breaking the Spell and Consciousness Explained offers exercises and tools



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to stretch the mind,  
offering new ways to  
consider, discuss and argue  
positions on dangerous  
subject matter including  
evolution, the meaning of  
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