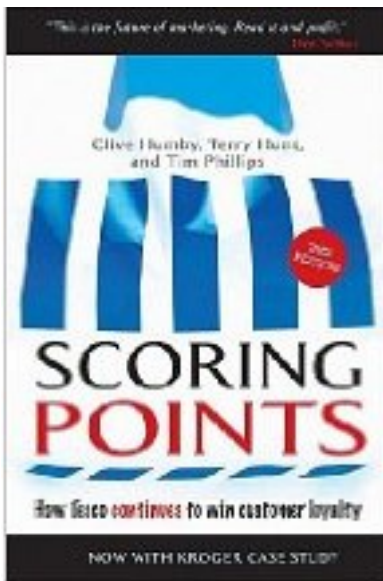


Scoring Points



[Scoring Points 下载链接1](#)

著者:Humby, Clive/ Hunt, Terry/ Phillips, Tim

出版者:Kogan Page Ltd

出版时间:2007-2

装帧:HRD

isbn:9780749447526

"Scoring Points" tells the dramatic story of how Tesco Clubcard was conceived, launched and developed. Clive Humby and Terry Hunt, two major influences behind Tesco's spectacular transformation, and Tim Phillips, a leading business writer and broadcaster, bring us a compelling behind-the-scenes account of Clubcard: the successes, the failures and the lessons learnt. The authors show how Tesco made customer loyalty marketing work, when almost every other loyalty programme failed, the benefits for Tesco and its customers. "Scoring Points" is one of the seminal marketing books of the last decade. A fascinating tale of what can be achieved through vision, a strong team ethic and a company-wide commitment to customer satisfaction, it is an inspirational read for anyone in business.

作者介绍:

目录:

[Scoring Points_ 下载链接1](#)

标签

商业

业务

CRM

评论

不啻为零售CRM的一本好书，不仅写了历史事实，关键是写了许多决策背后的思考，以及试错后得改正，这两点尤为重要，是别的同类书籍不一定具备的。
比如tesco的会员卡，是否要分级（tier），比如为什么成立了母婴俱乐部，而枪毙了其他club的构思，都有借鉴意义

[Scoring Points_ 下载链接1](#)

书评

虽然读着读着就感觉是在对tesco用力吹捧，但是语言却也不枯燥。
本来是抱着了解tesco如何利用它的clubcard所收集的信息进行战略决策和具体营销，但是没有想到整个clubcard诞生的过程以及1990s年代英国几大超市集团之间的混战也很吸引人。是本闲来无事了解英国本土商业形态的...

[Scoring Points_ 下载链接1](#)