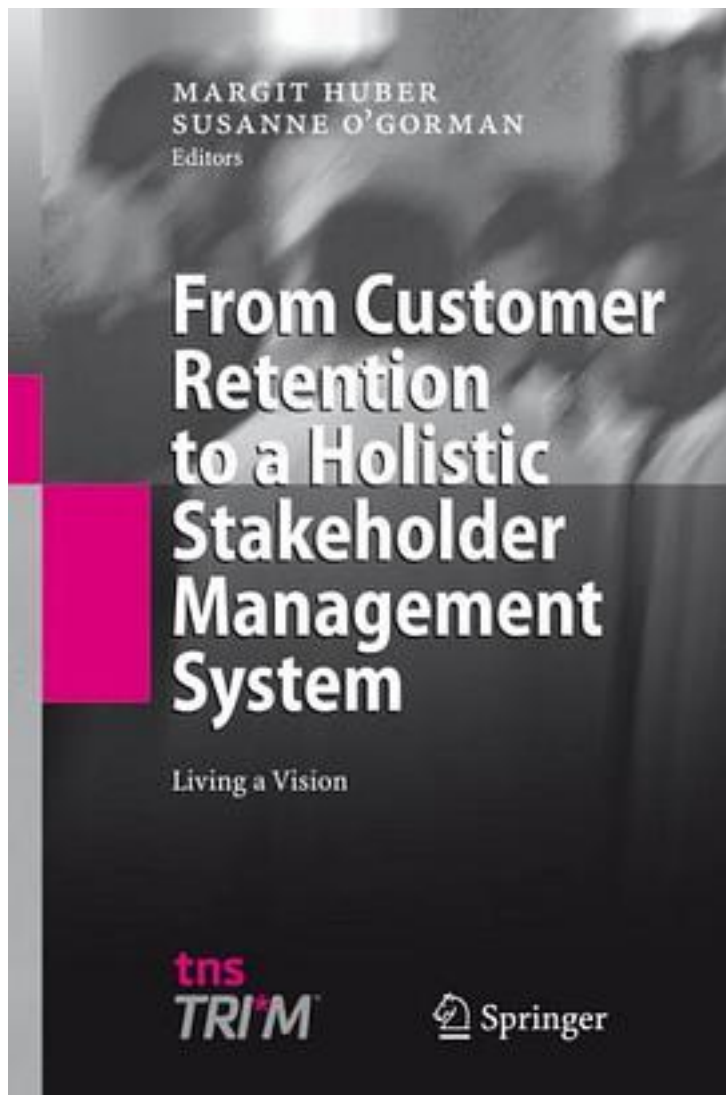


From Customer Retention to a Holistic Stakeholder Management System



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The fourth in Springer 's series on Stakeholder Management books, this volume looks back at the beginnings of Stakeholder Management and how it has developed into a fully-fledged system over the last 20 years. It also highlights the importance of a benchmarking database generated from several thousand case studies for comparing businesses. What 's more, international case studies look at the application of Stakeholder Management in a wide array of industries such as the automotive, public and hospitality sector as well as the consumer market. The reader benefits from a well-rounded account of articles that explain the entire process from data collection to the implementation of actions derived from result analysis.

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