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Springer. Hardcover. Book Condition: New. Hardcover. 250 pages. Dimensions: 9.5in. x 6.4in. x 0.8in.Providing a template for seizing the opportunities offfered by digital business technologies, this book presents six real-life cases to demonstrate both the power and risks involved. The authors - both experienced professionals in management education and telecommunications - introduce Total Action concepts and methodologies - where every activity inside the organization is directly relevant for its customers. Winners use these to make front-line people the point of...

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- · Authored by Peter Vervest
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