

# THE DNA OF CUSTOMER EXPERIENCE HOW EMOTIONS DRIVE VALUE

THE DNA OF CUSTOMER EXPERIENCE EMOTION AS FEELING TOWARDS VALUE INTERNATIONAL HANDBOOK OF EMOTIONS HANDBOOK OF EMOTION REGULATION CULTURAL PSYCHOLOGY THE FEELING ECONOMY EMOTION SCIENCE DYNAMIC PERSONALITY SCIENCE. INTEGRATING BETWEEN-PERSON STABILITY AND WITHIN-PERSON CHANGE EMOTIONS AND CULTURAL CHANGE MENTAL SCIENCE AND METHODS OF MENTAL CULTURE THE CUSTOMER SERVICE SOLUTION: MANAGING EMOTIONS, TRUST, AND CONTROL TO WIN YOUR CUSTOMER'S BUSINESS ESSAYS OF FRENCH, GERMAN AND ITALIAN ESSAYISTS THE WORLD'S GREAT CLASSICS: ESSAYS OF FRENCH, GERMAN AND ITALIAN ESSAYISTS A PRACTICAL GUIDE TO VIBRATIONAL MEDICINE THE FINE ARTS AND THEIR USES THE PSYCHOLOGY OF GENDER FEELINGS AND EMOTIONAL EVALUATION CATHARSIS AND THE THEATRE EVENT JOURNAL OF PSYCHOLOGICAL MEDICINE GENDER C. SHAW JONATHAN MITCHELL CLAUDE-HÉLÈNE MAYER JAMES J. GROSS (PROFESSOR OF PSYCHOLOGY) ROBYN M. HOLMES ROLAND T. RUST ELAINE FOX NADIN BECKMANN BURKHARDT KRAUSE EDWARD BROOKS SRIRAM DASU CHAUNCEY C. STARKWEATHER RICHARD GERBER WILLIAM BELLARS VICKI S. HELGESON TIMOTHY P. BLOSER TIMOTHY J. WILES LINDA BRANNON

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AS THE WORLD THOUGHT LEADERS ON CUSTOMER EXPERIENCE COLIN SHAW AND THE TEAM AT BEYOND PHILOSOPHY HAVE UNDERTAKEN MORE THAN 18 MONTHS OF GROUNDBREAKING RESEARCH TO DISCOVER THE EMOTIONS THAT DRIVE AND DESTROY VALUE IN AN ORGANIZATION AND CAN NOW DISCLOSE THE EMPIRICAL LINK BETWEEN EVOKING THESE EMOTIONS AND SUBSTANTIAL FINANCIAL RETURNS

MUCH OF WHAT WE TAKE TO BE MEANINGFUL AND SIGNIFICANT IN LIFE IS INEXTRICABLY LINKED WITH OUR CAPACITY TO EXPERIENCE EMOTIONS HERE JONATHAN MITCHELL CONSIDERS EMOTIONAL EXPERIENCES AS SUI GENERIS STATES TO BE GIVEN THEIR OWN PLACE WITHIN OUR MENTAL ECONOMY AND PROPOSES AN ORIGINAL VIEW OF EMOTIONAL EXPERIENCES AS FEELINGS TOWARDS VALUES

VOLUME 2 OF THIS TWO VOLUME HANDBOOK EXTENDS THE FOUNDATIONAL UNDERSTANDING OF EMOTIONAL WELL BEING THROUGH THE LENS OF POSITIVE PSYCHOLOGY INTO THE REALMS OF CULTURAL DIVERSITY SOCIETAL IMPACTS AND THE INFLUENCE OF TECHNOLOGY THIS VOLUME OFFERS AN IN DEPTH EXAMINATION OF THE SOCIETAL IMPACT OF EMOTIONS CULTURAL INTERPRETATIONS AND THE EMERGING SIGNIFICANCE OF DIGITAL AND ROBOTIC INTERACTIONS WITH EMOTIONS IT ENCOMPASSES A WIDE RANGE OF TOPICS INCLUDING THE EFFECTS OF GLOBAL CRISES ON EMOTIONAL WELL BEING THE ROLE OF ART AND LITERATURE IN UNDERSTANDING EMOTIONS AND THE FUTURE OF EMOTIONAL INTELLIGENCE IN THE AGE OF DIGITAL TECHNOLOGY STUDIES FEATURED IN THIS VOLUME 2 PROVIDE INSIGHT INTO EMOTIONAL EXPERIENCES ACROSS DIVERSE CULTURES THE RESILIENCE OF IMMIGRANTS AND REFUGEES AND THE PSYCHOLOGICAL DYNAMICS OF COLLECTIVE BEHAVIOUR ALONGSIDE CONSIDERATIONS OF HOW TECHNOLOGY IS RESHAPING OUR EMOTIONAL LIVES THE VOLUME STANDS AS A CRITICAL ACADEMIC RESOURCE ENRICHING THE DISCOURSE ON THE GLOBAL AND TRANSCULTURAL DIMENSIONS OF EMOTIONAL WELL BEING IT HIGHLIGHTS THE PIVOTAL ROLE OF CULTURAL AND TECHNOLOGICAL CONSIDERATIONS IN ADVANCING OUR UNDERSTANDING OF EMOTIONS AND SETS A NEW BENCHMARK FOR RESEARCH AND PRACTICE IN THE FIELD AIMED AT SCHOLARS RESEARCHERS AND PRACTITIONERS IN PSYCHOLOGY CULTURAL STUDIES AND TECHNOLOGICAL INNOVATION THIS VOLUME ALSO ADDRESSES EDUCATORS POLICYMAKERS AND ANYONE WITH A KEEN INTEREST IN UNDERSTANDING THE COMPLEX INTERPLAY BETWEEN EMOTION CULTURE AND TECHNOLOGY BY BRIDGING GAPS BETWEEN DISCIPLINES THIS VOLUME FOSTERS A MORE COMPREHENSIVE AND NUANCED UNDERSTANDING OF EMOTIONAL WELL BEING ACROSS DIFFERENT CULTURAL CONTEXTS AND TECHNOLOGICAL ENVIRONMENTS IT PROMPTS INTERDISCIPLINARY DIALOGUE OFFERING EVIDENCE BASED INSIGHTS FOR MENTAL HEALTH PRACTICES EDUCATIONAL STRATEGIES AND POLICYMAKING EMOTION SCIENCE HAS PROGRESSED ENORMOUSLY IN THE LAST DECADE FOR THOSE WISHING TO GET INSIGHT INTO THE DEPTH AND BREADTH OF THIS PROGRESS THIS IS A TERRIFIC EDITED 2 VOLUME OVERVIEW BROUGHT TOGETHER BY TWO INTERNATIONALLY RECOGNISED EMOTION RESEARCHERS IT TAKES A BIOPSYCHOSOCIAL APPROACH EXPLORING THE MULTIPLE DIMENSIONS OF EMOTION SCIENCE AND HOW IT CAN BE APPLIED TO MANY DIFFERENT ASPECTS OF HUMAN LIFE FROM THERAPY THROUGH TO THE ORGANISATION OF COMMUNITIES IT WILL BE A MUST HAVE BOOK FOR ANYONE INTERESTED IN UNDERSTANDING THE COMPLEXITIES OF EMOTIONS PROF PAUL GILBERT PHD FBPSO OBE CENTRE FOR COMPASSION RESEARCH AND TRAINING COLLEGE OF HEALTH PSYCHOLOGY AND SOCIAL CARE UNIVERSITY OF DERBY UNITED KINGDOM

REVIEWING THE STATE OF THE SCIENCE IN A DYNAMIC THRIVING FIELD THIS INFLUENTIAL HANDBOOK INTEGRATES KNOWLEDGE FROM MULTIPLE PSYCHOLOGICAL SUBDISCIPLINES FOREMOST EXPERTS ADDRESS THE NEUROBIOLOGICAL AND COGNITIVE BASES OF EMOTION REGULATION AND EXAMINE HOW INDIVIDUALS DEVELOP AND USE REGULATORY STRATEGIES ACROSS THE LIFESPAN THE SOCIAL CONTEXT OF EMOTION REGULATION IS

EXPLORED AS ARE PERSONALITY PROCESSES AND INDIVIDUAL DIFFERENCES CRITICAL IMPLICATIONS ARE DISCUSSED FOR PSYCHOPATHOLOGY PSYCHOSOCIAL INTERVENTIONS AND HEALTH INCLUDING HELPFUL CROSS REFERENCING AMONG CHAPTERS THE VOLUME DESCRIBES CUTTING EDGE METHODS AND IDENTIFIES PROMISING DIRECTIONS FOR FUTURE INVESTIGATION AS A SPECIAL BONUS PURCHASERS OF THE SECOND EDITION CAN DOWNLOAD A SUPPLEMENTAL E BOOK FEATURING SEVERAL NOTABLE HIGHLY CITED CHAPTERS FROM THE FIRST EDITION NEW TO THIS EDITION INCORPORATES SIGNIFICANT SCIENTIFIC ADVANCES AND MANY NEW TOPICS GREATLY EXPANDED COVERAGE OF CLINICAL ISSUES AND APPLICATIONS CHAPTERS ON NEURAL SYSTEMS DELAY OF GRATIFICATION DECISION MAKING AND HEALTH CHAPTERS ON ADOLESCENCE SOCIAL BASELINE THEORY AND DESIRE REGULATION PLUS MORE SUPPLEMENTAL E BOOK FEATURING SELECTED CHAPTERS FROM THE PRIOR EDITION

CULTURAL PSYCHOLOGY EXPLORES HOW CULTURE BROADLY CONNECTS TO HOW INDIVIDUALS THINK ACT AND FEEL ACROSS DIVERSE CULTURAL COMMUNITIES AND SETTINGS HIGHLIGHTING THE APPLIED NATURE OF CULTURAL PSYCHOLOGY TO EVERYDAY LIFE EVENTS AND SITUATIONS DESIGNED FOR UNDERGRADUATE STUDENTS THE TEXT CONTAINS TRADITIONAL AND NON TRADITIONAL CONTENT IS MULTIDISCIPLINARY AND USES CULTURE SPECIFIC AND CROSS CULTURAL EXAMPLES TO HIGHLIGHT THE CONNECTIONS BETWEEN CULTURE AND PSYCHOLOGICAL PHENOMENA CHAPTERS CONTAIN NUMEROUS TEACHING AND LEARNING TOOLS INCLUDING CASE STUDIES KEY WORDS CHAPTER SUMMARY THOUGHT PROVOKING QUESTIONS AND CLASS AND EXPERIENTIAL ACTIVITIES

AS MACHINES ARE TRAINED TO THINK MANY TASKS THAT PREVIOUSLY REQUIRED HUMAN INTELLIGENCE ARE BECOMING AUTOMATED THROUGH ARTIFICIAL INTELLIGENCE HOWEVER IT IS MORE DIFFICULT TO AUTOMATE EMOTIONAL INTELLIGENCE AND THIS IS WHERE THE HUMAN WORKER S COMPETITIVE ADVANTAGE OVER MACHINES CURRENTLY LIES THIS BOOK EXPLORES THE IMPACT OF AI ON EVERYDAY LIFE LOOKING INTO WORKERS ADAPTATION TO THESE CHANGES THE WAYS IN WHICH MANAGERS CAN CHANGE THE NATURE OF JOBS IN LIGHT OF AI DEVELOPMENTS AND THE POTENTIAL FOR HUMANS AND AI TO CONTINUE WORKING TOGETHER THE BOOK ARGUES THAT AI IS RAPIDLY ASSUMING A LARGER SHARE OF THINKING TASKS LEAVING HUMAN INTELLIGENCE TO FOCUS ON FEELING THE RESULT IS THE FEELING ECONOMY IN WHICH BOTH EMPLOYEES AND CONSUMERS EMPHASIZE FEELING TO AN UNPRECEDENTED EXTENT WITH THINKING TASKS LARGELY DELEGATED TO AI THE BOOK SHOWS BOTH THEORETICAL AND EMPIRICAL EVIDENCE THAT THIS SHIFT IS WELL UNDERWAY FURTHER IT EXPLORES THE EFFECT OF THE FEELING ECONOMY ON OUR EVERYDAY LIVES IN THE AREAS SUCH AS SHOPPING POLITICS AND EDUCATION SPECIFICALLY IT ARGUES THAT IN THIS NEW ECONOMY THROUGH EMPATHY AND PEOPLE SKILLS WOMEN MAY GAIN AN UNPRECEDENTED DEGREE OF POWER AND INFLUENCE THIS BOOK WILL APPEAL TO READERS ACROSS DISCIPLINES INTERESTED IN UNDERSTANDING THE IMPACT OF AI ON BUSINESS AND OUR DAILY LIVES IT REPRESENTS A BOLD POTENTIALLY CONTROVERSIAL ATTEMPT TO GAUGE THE DIRECTION IN WHICH SOCIETY IS HEADING

PUBLISHER SUPPLIED DATA ELAINE FOX IS PROFESSOR OF PSYCHOLOGY AT THE UNIVERSITY OF ESSEX SHE

LECTURED AT VICTORIA UNIVERSITY OF WELLINGTON NEW ZEALAND AND UNIVERSITY COLLEGE DUBLIN BEFORE TAKING UP HER CURRENT ROLE IN 1994 SHE WAS ASSOCIATE EDITOR OF COGNITION AND EMOTION FROM 1996 UNTIL 2001 AND IS CARRYING OUT RESEARCH AT THE MEDICAL RESEARCH COUNCIL'S COGNITION AND BRAIN SCIENCE'S UNIT IN CAMBRIDGE

PERSONALITY CAN BE UNDERSTOOD FROM AT LEAST TWO PERSPECTIVES ONE FOCUSES ON STABLE BETWEEN PERSON DIFFERENCES OR TRAITS THE OTHER PERSPECTIVE FOCUSES ON WITHIN PERSON DIFFERENCES AND DYNAMICS I.E. FLUCTUATIONS IN PERSONALITY IN RESPONSE TO SITUATIONS AND ACROSS TIME THIS RESEARCH TOPIC REFLECTS RECENT DEVELOPMENTS IN PERSONALITY RESEARCH TO INTEGRATE BOTH TRAIT AND DYNAMIC PERSPECTIVES AN INTEGRATED VIEW ON PERSONALITY RECOGNIZES BOTH STABILITY IN BETWEEN PERSON DIFFERENCES AND WITHIN PERSON CHANGE CONTRIBUTORS ARE DRAWN FROM RESEARCH TEAMS ACROSS EUROPE NORTH AMERICA AND AUSTRALASIA AND FROM BASIC AND APPLIED FIELDS INCLUDING ORGANIZATIONAL EDUCATIONAL AND CLINICAL THE STUDIES REPORTED PROVIDE NEW EVIDENCE IN SUPPORT OF AN INTEGRATIVE APPROACH HIGHLIGHT CURRENTLY ACTIVE AREAS OF RESEARCH AND PROPOSE NEW DIRECTIONS OF RESEARCH CURRENT STREAMS OF RESEARCH INCLUDE THE STUDY OF CONTINGENT UNITS OF PERSONALITY AND WITHIN PERSON PROCESSES UNDERLYING TRAITS THE COMPARISONS OF FINDINGS BASED ON WITHIN VS BETWEEN PERSON DATA THE CONCEPTUALISATION AND OPERATIONALIZATION OF PERCEIVED AND OBJECTIVE CHANGE IN SITUATION VARIABLES THE MALLEABILITY OF PERSONALITY AND THE POTENTIAL FOR PERSONALITY INTERVENTIONS INTEGRATIVE APPROACHES USING WITHIN PERSON DESIGNS PROVIDE NEW BOTTOM UP INSIGHTS INTO GENERAL PRINCIPLES OF PERSONALITY THAT EXPLAIN DIFFERENCES BETWEEN PEOPLE WHILE REFLECTING THE COMPLEXITIES OF WITHIN PERSON PERSONALITY DYNAMICS AT THE LEVEL OF THE INDIVIDUAL

UNDERSTAND CONSUMER PSYCHOLOGY TO DRIVE PROFITS AND GROWTH WANT TO KNOW EXACTLY WHAT'S DRIVING YOUR CUSTOMER'S BEHAVIOR NOW YOU CAN THE CUSTOMER SERVICE SOLUTION EXPLAINS HOW CONSUMERS PERCEIVE SERVICES AND SHOWS YOU HOW TO ENHANCE THE CUSTOMER EXPERIENCE EVERY TIME IN THIS ECONOMIC CLIMATE THE CUSTOMER SERVICE EXPERIENCE IS MORE CRITICAL THAN EVER MOST LEADING SERVICE FIRMS ADVOCATE THE TLC MANTRA THINK LIKE A CUSTOMER THAT'S A GOOD PRACTICE BUT FIRST YOU HAVE TO UNDERSTAND WHAT YOUR CUSTOMER IS THINKING AND FEELING TODAY'S BUSINESS LEADERS CANNOT AFFORD TO NEGLECT THE PSYCHOLOGICAL PRINCIPLES THAT GOVERN CUSTOMER SATISFACTION AND LONG TERM LOYALTY WHAT ARE THE FACTORS THAT REALLY DETERMINE CUSTOMER SATISFACTION TWO OF THE NATION'S LEADING AUTHORITIES ON SERVICE PSYCHOLOGY SRIRAM DASU AND RICHARD CHASE HAVE WRITTEN THIS GROUNDBREAKING GUIDE THAT IDENTIFIES AND DEMYSTIFIES THE PSYCHOLOGICAL TRIGGERS BEHIND CUSTOMER BEHAVIOR YOU'LL GO WHERE CUSTOMER SATISFACTION SURVEYS MYSTERY SHOPPERS AND FOCUS GROUPS CAN'T AND LEARN EXACTLY WHY CUSTOMERS RESPOND AND BEHAVE THE WAY THEY DO WITH FINDINGS DRAWN FROM BEHAVIORAL SCIENCE RESEARCH THIS BOOK PROVIDES ALL THE TOOLS YOU NEED TO EVALUATE YOUR CURRENT SERVICE PLATFORMS AND DESIGN FUTURE STRATEGIES TO ENHANCE CUSTOMER PERCEPTIONS POSITIVELY AND DRIVE YOUR SALES THE CUSTOMER SERVICE SOLUTION ILLUSTRATES WHY EVEN COMPANIES WITH HIGH LEVELS OF SATISFACTION ARE MISSING TREMENDOUS

OPPORTUNITIES BY NEGLECTING THE EMOTIONAL ELEMENTS THAT GOVERN CONSUMER INTERACTIONS THIS BOOK WILL SHOW YOU HOW TO SHAPE AND MANAGE CUSTOMER PERCEPTIONS UNDERSTAND IMPLICIT VERSUS EXPLICIT OUTCOMES DEVELOP THE ROLES OF CONTROL AND CHOICE AMONG BUYERS DESIGN EMOTIONALLY INTELLIGENT PROCESSES BUILD TRUST AMONG CUSTOMERS WHATEVER YOUR BUSINESS MAY BE HEALTHCARE HOSPITALITY FINANCIAL SERVICES E COMMERCE AND MORE THIS BOOK IS AN ESSENTIAL TOOL TO HELP YOU INCREASE PROFITS BY LEVERAGING YOUR COMPANY S CUSTOMER EXPERIENCE PRAISE FOR THE CUSTOMER SERVICE SOLUTION HARNESSING THE POWER OF EMOTIONS WILL HELP TO DRIVE AN EXCEPTIONAL CUSTOMER EXPERIENCE CREATING CUSTOMERS FOR LIFE TO HELP YOUR BUSINESS THRIVE FINALLY A GUIDE TO HELP US BETTER UNDERSTAND HOW TO DO THIS JAMES MERLINO MD CHIEF EXPERIENCE OFFICER CLEVELAND CLINIC REQUIRED READING FOR ANYONE DESIGNING A SERVICE ENCOUNTER JAMES HESKETT PROFESSOR EMERITUS HARVARD BUSINESS SCHOOL COAUTHOR OF THE SERVICE PROFIT CHAIN AND SERVICE FUTURE I HAVE ALWAYS KNOWN THAT OUR CUSTOMERS SHOP WITH US BECAUSE THEY WANT TO NOT BECAUSE THEY HAVE TO HOW TO MAKE THEM WANT TO IS THE SECRET THAT THIS GREAT BOOK UNLOCKS KEVIN DAVIS PRESIDENT AND CEO BRISTOL FARMS DASU AND CHASE SHARE EASY TO UNDERSTAND IDEAS AND GUIDANCE TO OPERATIONS MANAGERS WHO TYPICALLY DO NOT THINK ABOUT THE PSYCHOLOGY OF CUSTOMERS IN DESIGNING THEIR SERVICES MARY JO BITNER PHD PROFESSOR AND EXECUTIVE DIRECTOR CENTER FOR SERVICES LEADERSHIP W P CAREY SCHOOL ARIZONA STATE UNIVERSITY DASU AND CHASE PROVIDE AN EXCELLENT SET OF IDEAS FOR DELIVERING EMOTIONAL CUSTOMER SERVICE EXPERIENCES THROUGH SYSTEMS AND OPERATIONS RODOLFO MEDINA VICE PRESIDENT MARKETING COMMERCIAL ROCK IN RIO THIS BOOK PROVIDES VALUABLE INSIGHTS TO MANAGING AND MOLDING THE CUSTOMER S EMOTIONAL JOURNEY LEADING TO ULTIMATE SATISFACTION AND SUSTAINABLE LOYALTY ALI V KASIKCI REGIONAL MANAGING DIRECTOR ORIENT EXPRESS

A POTENT SELF HELP GUIDE TO THE PROFOUND NEW SCIENCE OF VIBRATIONAL MEDICINE AT THE DAWN OF THE TWENTY FIRST CENTURY THE OLD PARADIGMS OF MEDICINE ARE BEGINNING TO FALL APART WE NO LONGER BELIEVE THAT OUR BODIES ARE MACHINES WITH PARTS THAT WEAR DOWN ONLY TO BE BRACED UP BY DRUGS OR REPLACED THROUGH SURGERY INSTEAD A GROWING NUMBER OF PIONEERING RESEARCHERS EMBRACE A NEW VIEW OF HEALING ONE EXPOUNDED BY DR RICHARD GERBER IN HIS GROUNDBREAKING BESTSELLER VIBRATIONAL MEDICINE HERE DR GERBER SHOWS HOW TO PUT THIS NEW WAY OF THINKING INTO PRACTICAL USE DESCRIBING THE ROLE OF CONSCIOUSNESS AND THOUGHT FORMS AS WELL AS THE BENEFITS OF HOMEOPATHY ACUPUNCTURE COLOR AND LIGHT HEALING MAGNETOBIOLOGY AND OTHER THERAPIES A TRADITIONALLY TRAINED PHYSICIAN DR GERBER COMBINES SCIENTIFIC EVIDENCE WITH TRADITIONAL METHODS FROM THE EAST AND WEST TO UNLOCK OUR POTENTIAL FOR HEALING OURSELVES IF YOU ARE READY TO GO ON A PERSONAL SEARCH FOR ENERGETIC VIBRATIONAL HEALTH THIS BOOK IS A MUST C NORMAN SHEALY MD PHD SHEALY INSTITUTE FOR COMPREHENSIVE HEALTH CARE PREVIOUSLY PUBLISHED AS VIBRATIONAL MEDICINE FOR THE 21ST CENTURY

THIS BOOK PROVIDES THE NATURE OF GENDER AND THE DEVELOPMENT OF GENDER ROLES IT FOCUSES ON WOMEN S AND MEN S COMMUNICATION AND INTERACTION STYLES AND PROVIDES AN OVERVIEW OF SEX

DIFFERENCES IN HEALTH AND THEORIES AS TO THEIR ORIGINS

THIS STUDY TAKES A CRITICAL ANALYTICAL APPROACH TO THE STUDY OF GENDER ISSUES INTEGRATING PAST AND CURRENT RESEARCH THE AUTHOR PRESENTS THE PSYCHOLOGICAL SOCIETAL AND BIOLOGICAL FACTORS WHICH SHAPE BEHAVIOUR IN BOTH MEN AND WOMEN THE TEXT INCLUDES INTEGRATED COVERAGE OF MULTI CULTURAL ISSUES WHICH TOGETHER WITH HIGHLIGHTED DIVERSITY SECTIONS PROVIDES A BROAD CROSS CULTURAL PERSPECTIVE

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