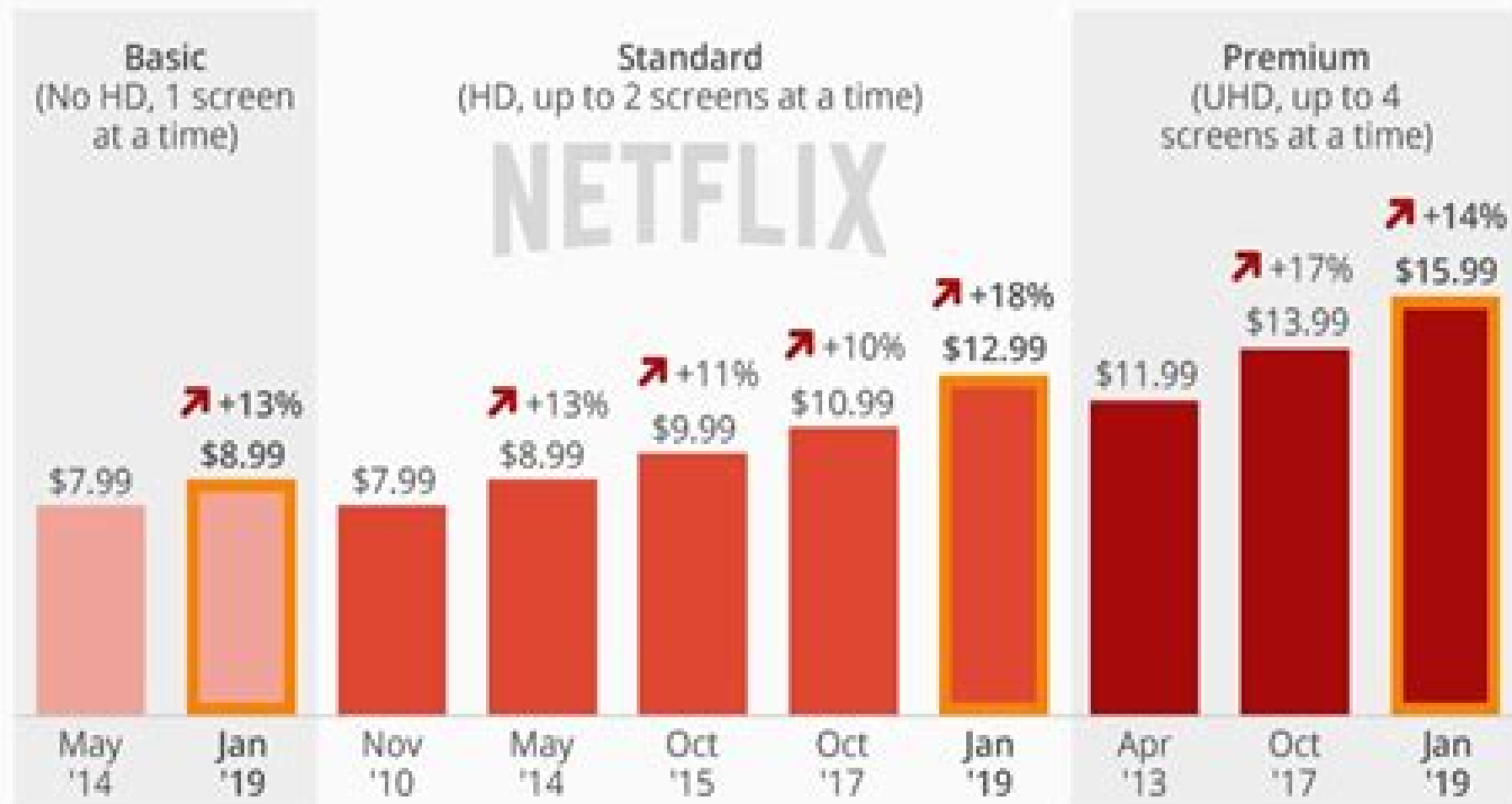


# A Brief History of Netflix Price Hikes

Changes in price of a Netflix subscription in the United States\*



\* for new customers; existing customers are usually moved to the new pricing model at a later time

Sources: Company announcements, press reports



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# Netflix Price Customer Service

**Kenneth C. Laudon, Carol Guercio  
Traver**



## **Netflix Price Customer Service:**

**Service Failure** Jeff Toister, 2012 What causes poor customer service You might be surprised *At Your Service* Frank Eliason, 2012-04-24 A guide to refocusing your business on those who matter most customers and employees Technology and social media tools have made it easier than ever for companies to communicate with consumers They can listen and join in on conversations solve problems get instant feedback about their products and services and more So why then are most companies not doing this Instead it seems as if customer service is at an all time low and that the few companies who are choosing to focus on their customers are experiencing a great competitive advantage *At Your Service* explains the importance of refocusing your business on your customers and your employees and just how to do it Explains how to create a culture of empowered employees who understand the value of a great customer experience Advises on the need to communicate that experience to their customers and potential customers Frank Eliason recognized by BusinessWeek as the most famous customer service manager in the US possibly in the world has built a reputation for helping large businesses improve the way they connect with customers and enhance their relationships *At Your Service* will appeal to leaders managers business owners customer service professionals and anyone who wants to learn how to add value to their organization

**Digital Product Management** Boon Kee Lee, 2025-04-25 Focusing on operational excellence this book will take readers through the practicalities of product development market launch and ongoing product support Building on the strategic foundation from Volume 1 *Digital Product Management Strategic Planning and Market Opportunity* this volume emphasizes executing product strategies in real world contexts The book covers key methodologies such as agile development product lifecycle management and data driven decision making Topics include marketing strategies sales channel management customer engagement and optimizing digital experiences It also delves into product analytics customer retention and feature adoption With chapters on building a product operating model and scaling product operations the volume emphasizes how organizations can drive continuous improvement and ensure alignment across teams Ethical leadership and continuous innovation are also explored highlighting the critical role of ethics in digital product management This book is an essential resource for product managers looking to refine their skills in execution cross functional collaboration and operational growth as well as for professionals aiming to combine strategy with practical delivery It is particularly useful for those responsible for managing the development launch and support of digital products ensuring products not only meet market needs but also evolve with customer expectations [De Gruyter Handbook of Media](#)

[Technology and Innovation](#) Richard A. Gershon, 2025-01-27 The *De Gruyter Handbook of Media Technology and Innovation* brings together scholars from around the world to provide key insights on emerging technology trends and issues related to the fields of media management information technology product design planning and digital lifestyle This handbook is about the power of good ideas It s about those business enterprises government planners educators and entrepreneurs that have

harnessed the power of good ideas to become real difference makers in the world we live in Keeping pace with fast paced technology change requires ongoing assessment and reassessment of the media management and technology fields to address important questions and emerging issues A major premise of this book is that given the complex and ever changing state of media technology we have a responsibility and obligation to engage in a broader interdisciplinary dialogue whose purpose is to understand the current and future state of media technology and innovation as well as to appreciate the social impact that such technologies have on business education and the general public Forecasting the future as any weatherperson or stock broker can tell you is a risky business But in this book we use the phrase the creative next step as a way to talk about the future and what we can expect in terms of the opportunities and challenges going forward

**Marketing for Entrepreneurs** Frederick G. Crane, 2021-08-29 Marketing for Entrepreneurs provides students with practical insights strategies and tips on how to apply marketing concepts to increase the chances of new venture success Author Frederick G Crane focuses on how readers can use marketing to find the right opportunity develop valuable new products and services and create memorable brands He walks students through each phase of the marketing process Packed with help tips and profiles of successful entrepreneurs this practical text includes the tools readers need to launch and sustain successful ventures The new Third Edition includes a new chapter on social media marketing new examples and profiles and new coverage of timely topics such as user experience research data analytics MVPs surge pricing and just in time inventory

**Strategic Airline Retailing and Solutions** Nawal K. Taneja, 2023-11-07 While airlines have been looking into the next generation of retailing practices for several years developments since the beginning of 2020 have accelerated the need to take retailing to a new paradigm A singular focus now is the ever changing demands of the current and next generation of customers and employees and managing their values Examples of customer needs include a mobile first approach rich content augmented and personalized end to end services with seamless consistent and contextualized experiences While these concepts of retailing are not new the challenge has been in bringing them to reality due to a the constraints of legacy systems and processes while transitioning to next generation retailing systems b the inaccessibility of real time data coming from a wide variety of sources such as online shopping social media and operations c the inability to monitor real time behavior of customers and employees d the lack of effective collaboration and cooperation within the travel ecosystem and e the increasing lack of trust on the part of customers This book provides a framework and technologies to convert retailing concepts from shopping to fulfillment into reality by a renovating an airline s core and ancillary products b progressing faster on digital and organizational transformation journeys to make better data based decisions about retailing c getting better at managing customer value by knowing who the customers are d empowering supporting and listening to employees to meet their expectations e asking the right questions to solve complex retailing problems relating to customers competitors and stakeholders and f questioning common held beliefs about the airline business This book is indispensable for

all airline executives and senior managers as well as airline and airport commercial managers It will also be enormously beneficial for retailers dealing with airlines and airports      **E-commerce** Kenneth C. Laudon,Carol Guercio Traver,2009 For the undergraduate and graduate e commerce course in any business discipline This comprehensive market leading text emphasizes the three major driving forces behind e commerce to provide a coherent conceptual framework for understanding the field technology change business development and social issues      *Current Biography Yearbook* ,2006

**Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver** Dave Kerpen,Theresa Braun,Valerie Pritchard,2012-11-02 Dave Kerpen s follow up to his bestselling Likeable Social Media gives business owners and marketers time tested strategies for growing revenue Likeable Business lays out the eleven strategies companies can use to leverage likeability to increase profits and spur growth Kerpen explains how to ensure that every aspect of a business communicates transparency accountability responsiveness and authenticity which customers find more likeable than traditional marketing campaigns Dave Kerpen is cofounder and CEO of the marketing firm Likeable Media included in the INC 500 fastest growing private companies in the United States for both 2011 and 2012 He is the author of the New York Times bestselling book Likeable Social Media and is a frequent keynote speaker      *Information Technology for Management* Efraim Turban,Dorothy Leidner,Ephraim McLean,James Wetherbe,2007-03-05 Thoroughly Updated Sixth Edition Social networks are transforming how people communicate work and play This comprehensive new edition highlights this new technology and scores of others that are changing how organizations operate and compete in the current global environment The cover depicts two examples of social network The larger image is a visualization of the trust relationships in a web based social network The smaller figures are default avatars from Second Life a multi layered 3D virtual world that is imagined created and owned by its residents See chapter 4 for more information on social networks For more information on Second Life visit second life com or see Second Life the Official Guide by Rymaszewski et al at www sybex com go secondlife For more information on the trust network visit trust mindswap org      Hoover's Handbook of Emerging Companies Hoover's,2007-04      Plunkett's E-commerce & Internet Business Almanac ,2005      Plunkett's Entertainment & Media Industry Almanac ,2006      **Plunkett's Entertainment & Media Industry Almanac** Jack W. Plunkett,2005-03      The Hollywood Reporter ,2008      **Screen Digest** ,2006      **Business Periodicals Index** ,1999      *Standard & Poor's Stock Reports* ,2011-03      **Marketing** Michael R. Solomon,Greg W. Marshall,Elnora W. Stuart,2006 This reader friendly marketing book conveys timely and relevant material in a dynamic presentation of how marketing concepts are implemented and what they mean in the marketplace It introduces marketing from the perspective of real people making real marketing decisions at leading companies every day Learners will come to understand that marketing is about creating value for customers for companies and for society as a whole and they will see how that is accomplished in the real world A five part organization covers making marketing value decisions identifying markets and understanding customers needs for value

creating the value proposition communicating the value proposition and delivering the value proposition For individuals interested in a career in marketing      *Variety Deal Memo* ,2003 The global newsletter of theatrical and post theatrical rights and markets

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