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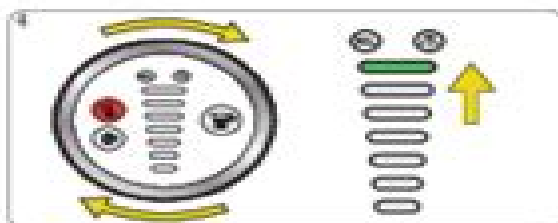
1 Fill the water tank with fresh drinking water. Insert it back into the machine. Remove the drip tray.



2 Open the locking handle. Put the rinsing tool into the capsule holder. Insert the capsule holder into the machine. Place a large empty container underneath the coffee outlet.



3 Close the locking handle.



4 Use the controlling ring and select level 7 on the volume display (brightest bar).



5 Press the start/stop button. Machine starts rinsing.



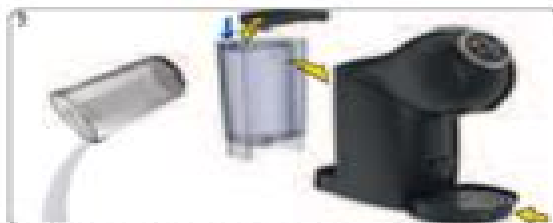
6 The temperature selection button and the volume display light blink for up to 8 seconds.



7 Press the start/stop button. Machine stops rinsing. Wait until the machine stops automatically. The temperature selection button and the volume display light blink for up to 8 seconds.



8 Open the locking handle. Pull out the capsule holder. Remove the rinsing tool. Reinsert the capsule holder.



9 Empty the container. Fill the water tank with fresh drinking water. Insert the water tank into the machine. Reinsert the drip tray. The machine is ready to be used.

Nescafe Dolce Gusto Instruction Manual

AN Whitehead



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Drivers of User Engagement in Influencer Branding Tanja Fink,2021-08-23 The knowledge on how to influence user engagement metrics and thereby brand visibility plays a crucial role in influencer branding both for social media influencers as well as marketers Based upon two holistic empirical models and the analysis of real world data Tanja Fink is able to show important drivers of user engagement in influencer branding Therefore the author is building upon established models from research in celebrity endorsement product placement and social media marketing The profound empirical results reveal surprising and highly relevant insights for brand managers which call for a more conscientious visual integration of brands in user generated content UGC on Instagram In addition the author detects several mechanisms for increasing user engagement while preventing user reactance towards the brand endorsement

Customer Relationship Management V. Kumar,Werner Reinartz,2018-05-15 This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today It helps readers obtain a comprehensive grasp of CRM strategy concepts and tools and provides all the necessary steps in managing profitable customer relationships Throughout the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions Exhaustive case studies mini cases and real world illustrations under the title CRM at Work all ensure that the material is both highly accessible and applicable and help to address key managerial issues stimulate thinking and encourage problem solving The book is a comprehensive and up to date learning companion for advanced undergraduate students master s degree students and executives who want a detailed and conceptually sound insight into the field of CRM The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain

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