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Dilip Soman, Sara N-marandi



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Managing Customer Value Bradley Gale, 2009-11-24 Even today with quality improvement the battle cry of American industry the quality programs in most companies are limited to conformance to technical standards according to quality expert Bradley Gale While some have ventured a step farther to measure customer satisfaction few of them Gale demonstrates have attempted to track market perceived quality how buyers select among competing suppliers why orders are won or lost and which competitors are succeeding in which market segments Using cases including Milliken AT T United Van Lines and Gillette Gale shows how leading edge companies have gone beyond the minimal achievements of conformance quality and customer satisfaction to focus on the third higher stage market perceived quality versus competitors and aspire to an emerging fourth stage true strategic management Drawing on his extensive research at AT T Johnson Johnson Parke Davis and other world class companies Gale provides new metrics for market perceived quality that are straightforward and easy to interpret His set of seven integrative tools for customer value analysis makes up the heart of the war room wall to help guide business unit teams in their effort to outperform competitors in satisfying customers The great value of these tools is that they are derived from a future oriented strategic navigation system that tracks competitive information and market perceived quality Learning to master this system accelerates customer satisfaction from a slogan to a science and leads ultimately to true strategic management the fourth stage of Total Quality Management The processes described in this book provide an insider s perspective on the criteria of the Baldrige Award Bradley Gale s insights and innovative methods for defining measuring and improving market perceived quality will create an entirely new thrust for the worldwide quality movement

Managing Customer Value: One Step At A Time (Second Edition) Dilip Soman, Sara

N-marandi, 2022-05-10 How do you take an individual who has never done business with your organization and gradually transform them into the best possible customer How do you decide how much to spend on various marketing actions How do you think about the pricing decision with a view to optimizing the value of your customers as assets Where do you start what tools do you use and what heuristics are useful in making these decisions This book attempts to answer questions such as these The one sentence summary of the answer though is simple hold the individual s hands and walk them up a value ladder one step at a time This book is written for an advanced student of business and the practicing manager It presents an integrated view of the marketing function In particular it focuses on all the activities that a firm engages in to create and manage value not just the customer facing activities It links the traditional views of customer value with the finance accounting human resources organizational behaviour information technology and operations functions of the organization It draws on the science of behaviour change and the data sciences to present a contemporary view of the customer value function The content is meant to be prescriptive it describes a process for value creation and management yet analytical theoretical yet empirically driven It urges the reader to think about the customer value function to be organized along

activities that the firm would like the customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but also has a sound mathematical basis

Creating and Managing Superior Customer Value Arch G. Woodside, Michael Gibbert, Francesca Golfetto, 2008-11-01 Advances theory and offers tools for measuring value dimensions and strength This work focuses on advancing value theory research and strategy in business to business contexts It is suitable for improving thinking decisions and actions relating to the creation marketing and purchasing of superior value in products and services

Managing Customer Value: One Stage At A Time Dilip Soman, Sara N-marandi, 2009-10-20 How do you take individuals who have never done business with your organization and work on them till some of them eventually become the best possible customers that you have How do you decide how much to spend on various marketing tactics How do you think about the pricing decision with a view to optimizing the value of your customers as assets Where do you start what tools do you use what heuristics are useful in making these decisions This book attempts to answer questions such as these The one sentence summary of the answer though is simple hold the individuals hands and walk them through a value chain one stage at a time This book is written for an advanced student of business as well as for the practicing manager and presents an integrated view of the marketing function In particular it focuses on all the activities that a firm engages in to create and manage value and not just the customer facing activities In that sense it links the traditional views of customer value with the finance accounting human resources organizational behaviour information technology and operations functions The content is meant to be prescriptive it describes a process for value creation and management yet analytical theoretical yet empirically driven It urges the reader to think about the customer value function to be organized along activities that the firm would like the customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but also has a sound mathematical basis

Managing Customer Relationships Don Peppers, Martha Rogers, 2004-04-28 In today's competitive marketplace customer relationship management is critical to a company's profitability and long term success To become more customer focused skilled managers IT professionals and marketing executives must understand how to build profitable relationships with each customer and to make managerial decisions every day designed to increase the value of a company by making managerial decisions that will grow the value of the customer base The goal is to build long term relationships with customers and generate increased customer loyalty and higher margins In *Managing Customer Relationships* Don Peppers and Martha Rogers credited with founding the customer relationship revolution in 1993 when they invented the term one to one marketing provide the definitive overview of what it takes to keep customers coming back for years to come Presenting a comprehensive framework for customer relationship management *Managing Customer Relationships* provides CEOs CFOs CIOs CMOs privacy officers human resources managers marketing executives sales teams distribution managers professors and students with a logical overview of the background the methodology and the particulars of managing customer relationships for

competitive advantage Here renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for including a complete overview of the background and history of the subject relationship theory IDIC Identify Differentiate Interact Customize methodology metrics data management customer management company organization channel issues and the store of the future One of the first books designed to develop an understanding of the pedagogy of managing customer relationships with an emphasis on customer strategies and building customer value *Managing Customer Relationships* features Pioneering theories and principles of individualized customer relationships An overview of relationship theory Contributions from such revolutionary leaders as Philip Kotler Esther Dyson Geoffrey Moore and Seth Godin Guidelines for identifying customers and differentiating them by value and need Tips for using the tools of interactivity and customization to build learning relationships Coverage of the importance of privacy and customer feedback Advice for measuring the success of customer based initiatives The future and evolution of retailing An appendix that examines the qualities needed in a firm's customer relationship leaders and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions The techniques in *Managing Customer Relationships* can help any company sharpen its competitive advantage

Managing Customer Value Bill Dodds, 2003 Providing the right combination of product quality customer service and price is good business Unless a business does something that creates value for their customer then the chances of business success are nil Internet-Based Customer Value Management Tymoteusz Doligalski, 2014-10-16

Customer value management is a managerial approach in which customers are perceived as the company's asset the value of which may be measured and increased through the organization of processes around customer relationships This book deals with the topic of managing customer lifetime value on the internet and more specifically on including the role of the internet in customer value proposition to enhance stakeholder and shareholder value This book also discusses the possibilities of internet based customer value management and presents a model describing the process leading to it Its uniqueness lies in presenting a managerial approach to customer relationships rather than offering just another tool of e marketing The author's approach is not limited by branches or sectors differences in customer value management approaches are perceived through a prism of relationships between the company and its customers

Customer-Dominant Logic Manfred Bruhn, Maxim Saleschus, Karsten Hadwich, 2024-11-26 This book provides a structured overview of Customer Dominant Logic and formulates fundamental principles that form the basis for a realignment of customer oriented corporate management Customer Dominant Logic is an innovative marketing logic that consistently places the customer at the center of all business activities This requires a fundamental shift in perspective where the integration of the provider with the customer takes precedence over the integration of the customer with the provider Based on the principles of Customer Dominant Logic the authors present their own and new systematic management approach They introduce Customer Dominant Management

detailing all necessary phases of a management process Customer Dominant Management aims to realize both customer and company goals through the establishment of a partnership with value creating offerings in the customer ecosystem

Capturing Customer Equity David Bejou, R. Gopalkrishnan, 2014-06-11 One of the most important new concepts in marketing is customer equity here is the essential information you need to create and manage it This book presents thought provoking cutting edge writing on customer equity management The editors and contributing authors are top international marketing researchers who share their expertise in this new area of marketing research and practice *Capturing Customer Equity Moving from Products to Markets* is designed to enable academics to chart out future research directions and to help marketers to apply recently developed frameworks to the creation and management of customer equity in domestic and international markets Handy charts tables and figures make complex information easy to access and understand *Capturing Customer Equity Moving from Products to Markets* is divided into five chapters *Developing Relationship Equity in International Markets* This chapter delves into the realm of relationship marketing to define the term relationship equity and presents strategies for enhancing relationship equity in international markets via personal relationships as well as consistent processes and outcomes This chapter written by the editors and their partner Arun Sharma also looks at specific implications for relationship marketing theory and practice in international markets *Dimension and Implementation Drivers of Customer Equity Management CEM Conceptual Framework Qualitative Evidence and Preliminary Results of a Quantitative Study* This chapter explores theoretical considerations as well as qualitative and quantitative research applying confirmatory factor analysis It identifies three important dimensions of Customer Equity Management CEM analytical strategic and operational as well as three types of CEM implementation drivers which represent determinants of the three CEM dimensions Authors Manfred Bruhn Dominik Georgi and Karsten Hadwich present the measures they've developed for the CEM dimensions and drivers These measures provide valuable help to practitioners and academics who need to understand how to manage and implement systematic customer equity management *A Network Based Approach to Customer Equity Management* This chapter by Ren Algesheimer and Florian von Wangenheim moves beyond the dyadic relationship marketing concept to present a theoretical framework for extending current thinking on customer equity towards the network perspective Based on the current literature in social work this chapter examines the characteristics that are likely to be powerful predictors of a customer's network value Practical implications are highlighted and directions for further research are suggested *Strategies for Maximizing Customer Equity of Low Lifetime Value Customers* The management of customer equity has become a major issue for many firms This chapter examines strategies designed to assist firms in their relationships with customers who have low lifetime value By examining the relevant literature as well as industry strategies author Arun Sharma explores the reasons why transactional and discount customers have largely been ignored by marketing strategists and proposes methods to enhance segment penetration and the performance of firms Implications for managers are also highlighted *Customer*

Value Based Entry Decision in International Markets The Concept of International Added Customer Equity Market entry decisions are some of a firm's most important long term strategic choices Still the international marketing literature has not yet fully incorporated the idea of relationship marketing in general and the customer value concept in particular as a basis for market entry decisions This chapter by Heiner Evanschitzky and Florian von Wangen *Managing Customer Experience and Relationships* Don Peppers, Martha Rogers, 2022-04-19 Every business on the planet is trying to maximize the value created by its customers Learn how to do it step by step in this newly revised Fourth Edition of *Managing Customer Experience and Relationships A Strategic Framework* Written by Don Peppers and Martha Rogers Ph D recognized for decades as two of the world's leading experts on customer experience issues the book combines theory case studies and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model and to treat different customers differently This latest edition adds new material including How to manage the mass customization principles that drive digital interactions How to understand and manage data driven marketing analytics issues without having to do the math How to implement and monitor customer success management the new discipline that has arisen alongside software as a service businesses How to deal with the increasing threat to privacy autonomy and competition posed by the big tech companies like Facebook Amazon and Google Teaching slide decks to accompany the book author written test banks for all chapters a complete glossary for the field and full indexing Ideal not just for students but for managers executives and other business leaders *Managing Customer Experience and Relationships* should prove an indispensable resource for marketing sales or customer service professionals in both the B2C and B2B world

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