



Superior Customer Value: Strategies for Winning and Retaining Customers (Hardback)

By Art Weinstein

Taylor Francis Inc, United States, 2012. Hardback. Book Condition: New. 3rd Revised edition. 236 x 158 mm. Language: English . Brand New Book. A customer-centric culture provides focus and direction for the organization, ensuring that exceptional value will be offered to customers - this, in turn, results in enhanced market performance. Unfortunately, caught up in the daily economic and competitive pressures of running complex and fast-changing businesses, managers may lose sight of customers desires. And, consequently, customer experiences often fall far short of expectations. Written by an expert with more than fifteen years of experience, Superior Customer Value: Strategies for Winning and Retaining Customers, Third Edition benchmarks the best companies and shows you what it truly means to create world-class value for customers. The book is a state-of-the-art guide to designing, implementing, and evaluating a customer value strategy in service, technology, and information-based organizations. It explores key marketing planning issues that emphasize relationship management strategies to keep customers happy. See What's New in the Third Edition: New topics include: * Business models * Co-creation of value * Corporate entrepreneurship * Customer experience management * Customer value metrics * Net promoter score * Image * Innovation * Social media Expanded...

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