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IAN BROOKS

Second To None Six Strategies For Creating Superior Customer Value

Ian Brooks



Second To None Six Strategies For Creating Superior Customer Value:

Innovative Approaches to Tourism and Leisure Vicky Katsoni, Kathy Velander, 2017-12-29 This book examines the many ways in which innovative technologies represent a powerful development tool for the tourism and leisure sector and presents novel strategies based on these technologies that foster sustainable tourism management and promote sustainable destinations The aim is to elucidate the ways in which ICTs can be used to create a high quality experience for citizens and visitors while ensuring the wise ecologically sound management of human and natural resources Attention is also focused on the globalized environment in which these advances are occurring and on the impacts of broader social economic and political forces in transforming our understanding of tourism in the era of online devices The book is based on the proceedings of the Fourth International Conference of the International Association of Cultural and Digital Tourism IACuDiT and is edited in collaboration with IACuDiT It will have broad appeal to professionals from academia industry government and other organizations who wish to learn about the latest perspectives in the fields of tourism travel hospitality culture and heritage leisure and sports within the context of a knowledge society and smart economy **New Zealand Books in Print**

,1999 **Second to None** Ian Royston Brooks,1998 **New Zealand Books in Print 2004** Thorpe-Bowker Staff,2004-06 Directory containing updated bibliographic information on all in print New Zealand books 33rd edition of an annual publication The 12 500 book entries are listed by title and there is an index to authors Also provided are details of 975 publishers and distributors and local agents of overseas publishers The book trade directory includes contacts for trade organisations booksellers public libraries and specialised suppliers NZ literary awards and past winners and sources of financial assistance for writers and publishers **Second to None** Ian Brooks,1997 Exploring Proactive Market Strategies

Harald Brege,2020-09-09 In discussions of firm strategy proactivity is often mentioned as an enabler of effective goal accomplishment and high performance However it is rarely explained what more precisely being more proactive actually entails or even indeed defined what is meant by the term proactivity in this particular context This dissertation seeks to investigate proactivity and its role in shaping firms market strategies From prior research on proactivity in the strategic marketing domain we know that proactive firms on average develop more radical innovation are better at managing complex and highly competitive environments and seem to achieve higher business performance However few if any of these prior studies properly define proactivity and take a more holistic perspective on its impact on firms market strategies In this dissertation I propose a definition of proactivity through three main proactive characteristics being future oriented taking the initiative and driving change Thus a proactive firm does not wait for things to happen and then react to those events Instead it keeps a long term horizon on its scanning for market intelligence and takes action before things happen in order to create the change needed to improve its situation While certainly not all proactive actions are successes particularly not if the firm lacks proper awareness of the situation or exceeds its capabilities in its striving to shape events proactive firms do have

access to a broader set of opportunities than their less proactive competitors To understand how proactivity influences market strategies it is first necessary to understand market strategy itself a bit closer I define market strategies as firms strategies for creating customer value According to the market orientation literature the basis of achieving long term high firm performance is to consistently provide customers with superior value to that of the competition Thus firms market strategies are squarely at the center of their efforts to become more successful To study these strategies and the effects they have it is necessary to go beyond strategy documents and study the actual activities that firms perform to implement them A market strategy in my conceptualization can thus be perceived as a coherent set of activities aimed at fulfilling certain goals leading to the creation of customer value These activities can then be further categorized according to the strategic orientations that drive the firm s strategy making with customer orientation competition orientation and innovation orientation being the orientations that have the most impact on market strategies From this conceptual foundation the dissertation takes four different approaches to investigating proactive market strategies each presented in one of the four appended papers In the first paper a conceptual typology of different types of market strategies based on different value creation logics which are the combinations of responsiveness and proactivity that influence a firm s value creation efforts is presented In the second paper the market strategies of five proactive firms are investigated to find three generic proactive market strategies each representing a typical way for firms to employ proactivity in their market strategies The third paper uses fuzzy set qualitative comparative analysis to investigate the configurations of proactivity market environment and different market strategies that consistently lead to high market strategic effectiveness Finally the fourth paper goes more in depth in exploring the activities that firms employ to create value for customers with particular focus on the different activities that are performed during different stages of contact with a customer Through this thorough investigation of proactive market strategies this dissertation presents a holistic view of proactivity and its impact on firms market strategies and their associated activities As this is the first proper holistic view of proactivity in market strategy and also the first attempt to properly define proactivity in the market strategic context the dissertation also provides directions for future research

Vi m ste vara mer proaktiva r en frans som s kerligen har dragits p m nga strategim ten I s v l internationaliserade j ttar som lokala sm f retag tj nstef retag likv l som tillverkande industrier har det i styrelserum ledningsm ten pratats om behovet att vara mer proaktiv Det uppenbara r att proaktivitet ses som n got positivt n got som kan hj lpa f retaget bli b ttre mer konkurrenskraftigt och s vidare Men vad menar man egentligen med att vara proaktiv i det h r sammanhanget Och hur p verkar det egentligen f retags prestationsf rm ga Harald Brege vid Link pings Universitet har studerat proaktivitet och hur f retag kan anv nda det f r att ka effektiviteten p sina marknadsstrategier d v s deras strategier f r att skapa kundv rde Proaktivitet r en nyckel som kan l sa upp m jligheter f r f retag att bli b ttre p att hantera en f r nderlig och komplex omv rld och st rka sin konkurrenskraft Sl r man upp ordet proaktiv i SAOL f r man veta att det betyder f rebyggande eller f rutseende

men för att kunna användas som ett verktyg för strategiutveckling behövs en mer användbar definition. Ur ett strategiskt perspektiv har proaktivitet tre huvudsakliga komponenter: att vara långsiktig, att ta initiativet och att driva förändring. Det viktigaste för ett proaktivt företag är att inte vara passiva och vänta på att någon gör handlingar som tvingar dem till förändring eller att bara reaktivt agera på det som finns i omvärlden. Istället ser blickar man framåt, identifierar de potentiella stegen som en situation kan utvecklas på och tar sedan initiativet och agerar för att förändra situationen så att den passar företaget bättre. Dock ser saker det inte bara att bli proaktiv och så för man stora vinster på direkten. För att proaktiviteten ska bli framgångsrik måste ett företag dels arbeta för att skaffa en grundlig förståelse av sin omgivning, dels se till de olika delarna i deras marknadsstrategi hänger ihop och arbetar mot samma mål för strategin tydlig eller om företaget håller på med saker de inte har insikt i. För proaktivitet istället sannolikt att ge deliga resultat. Genom att arbeta för att förstå sina kunder djupet så kan proaktiva företag snabbt komma med lösningar till behov inklusive behov som kanske inte ens kunderna själva hade identifierat. Genom att aktivt arbeta med att förändra kunders uppfattning av vad en leverantör ska göra för dem och att påverka politiker och andra intressenter så kan proaktiva företag forma sina marknader för att bättre passa dem. Genom att driva produktutveckling som fokuserar på morgondagens produkter och att testa nya möjligheter, inte bara smälta in i ramar av samma gamla produkter, så kan proaktiva företag skapa innovativa nya erbjudanden som vänder upp och ner på marknaden. Dessa tre exempel belyser de tre generiska proaktiva marknadsstrategier som har identifierats: kundengagemang, marknadsförande och innovationsledarskap.

Case Studies on Competitive Strategies Sumit Kumar Chaudhuri, 2006. This book highlights the various strategies adopted by different companies to successfully maintain an edge over their competitors by achieving high profit and growth rate or a wider market share. A few examples of competitive strategies that are commonly used are:

Strategic Customer Management Adrian Payne, Pennie Frow, 2013-03-28. The first textbook to integrate relationship marketing and CRM. Case studies from around the world connect theory with global practice.

Business Periodicals Index, 1991.

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