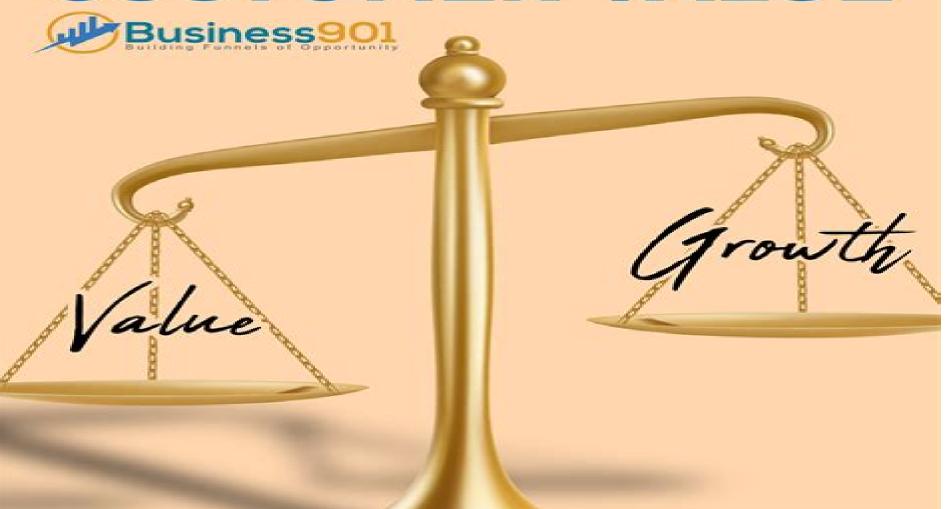
# THE PROCESS OF MANAGING CUSTOMER VALUE



# **Managing Customer Value**

Anna Brzozowska, Stanisław Brzeziński, Arnold Pabian, Barbara Pabian

### **Managing Customer Value:**

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customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but Managing Customer Value Bradley T. Gale, 1994 also has a sound mathematical basis **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 Creating and Delivering Your Value Proposition Cindy Barnes, Helen Blake, David Pinder, 2009-10-03 In recent years developing a value proposition has become a prime consideration for businesses A value proposition is an analysis and quantified review of the business benefits costs and value that a company can deliver to prospective customers and customer segments Creating and Delivering your Value Proposition provides guidance for business leaders demonstrating why having a strong value proposition is so important for a company This practical new title shows readers how to build deliver and harness value propositions to create profitable growth for a business by utilizing the experience of clients and customers Featuring global case studies and examples Creating and Delivering your Value Proposition is an essential guide to understanding and developing a value focused strategy for all senior practitioners Mastering Customer Value Management Ray Kordupleski, 2003 There is an emerging art and science of customer value management that is proving its worth inincreased market share and shareholder value for the companies that practice it Customer value management is about choosing value determining what customers really value and developing your value proposition delivering value making sure business processes are aligned with value proposition communicating value educating the market on your value proposition The concepts of customer value management and the practical tools that have been developed to support them are the subject of this book 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 Managing Customer Value Soman,

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context of international business Discussion on the evolution of the CRM idea over the years Introduction to integrated customer relationship management systems in global enterprises Analysis of the impact of social media on CRM Practical insights on measuring the effectiveness of customer care activities Managing Customer Relationships Using Customer Care Techniques Strategy Development of an International Enterprise is a must read for managers business consultants business students and anyone wanting to understand how to effectively manage customer relationships in an international business Fundamentals of Customer-Focused Management Joby John, 2003-12-30 Customer orientation customer centricity and customer relationship management CRM are not new concepts or practices But information technology has unleashed tremendous opportunities in dealing with a customer and in creating value to the customer And yet the majority of CRM investments and initiatives fail because firms do not have the appropriate orientation to serving the customer The principal aim of this book is to get the reader to think about th firm and the way it conducts its business in a certain way with a customer focus It is now becoming clearly evident that all firms compete on service Providing superior service becomes a prerequisite for any differentiation strategy to succeed To provide superior service for a competitive advantage requires a concrete understanding of what service orientation means This orientation in the form of frame of mind is essential for the firm to take advantage of opportunities and to address the challenges so as to gain a competitive advantage For excellent service firms the challenges and opportunities in providing services are a constant endeavor For others these challenges and opportunities are not that obvious A complementary aim of this book therefore is to instill into the reader the principles of managing services Managing Customer Trust, Satisfaction, and Loyalty through Information Communication **Technologies** Eid, Riyad, 2013-03-31 Due to the growth of internet and mobile applications relationship marketing continues to evolve as technology offers more collaborative and social communication opportunities Managing Customer Trust Satisfaction and Loyalty through Information Communication highlights technology s involvement with business processes in different sectors and industries while identifying marketing activities that are affected by its usage This reference is a vital source for organizational managers executives and professionals as well as academics and students interested in this constantly changing field Strategic Management Accounting Wing Sun Li, 2017-10-12 This book serves as a guide to strategic management accounting It introduces new and useful concepts on how to collect analyse and evaluate options to enable managers to steer corporate directions and write strategic plans for the long term success of the corporation Starting with basic techniques and the latest strategic management approaches the book then presents cases that show the techniques employed step by step By demonstrating how easily the ideas can be translated into action it is a valuable resource for business practitioners as well as for students taking advanced management accounting courses

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