

Superior Customer Value In The New Economy: Concepts And Cases, Second Edition By Art Weinstein

By Art Weinstein

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Abstract: This paper focuses on customer value analysis and measurement, framing customer value management as one of the main antecedents of the company value
<http://www.emeraldinsight.com/doi/abs/10.1016/S1069-0964%2808%2914005-4>

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Market-oriented firms place the highest priority on creating superior customer value (Slater & Narver, 1995). At the operational level, firms need MO to generate,
<http://www.sciencedirect.com/science/article/pii/S0019850111002367>

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A customer value proposition is a clear, concise and compelling articulation of how the factors that are important to the customer are satisfied by the company.
http://en.wikipedia.org/wiki/Customer_value_proposition

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Advances theory and offers tools for measuring value dimensions and strength. This work focuses on advancing value theory, research and strategy in business-to <https://www.overdrive.com/media/299338/creating-and-managing-superior-customer-value>

Creating Superior Customer Value in a Connected World - Northwestern Scholars. SciVal Experts. http://www.scholars.northwestern.edu/bookChapterDetail.asp?id=21057&o_id=66

William C. Johnson, Art Weinstein "Superior Customer Value in the New Economy: Concepts and Cases, Second Edition" CRC | 2004-05-27 | ISBN: 1574443569 | 400 pages <http://avxsearch.se/?q=Strategies%20for%20E-Business:%20Concepts%20and%20Cases%20-2/E%20>

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Jul 24, 2012 Watch author and professor, Art Weinstein's, lecture on chapters from his newest book, Superior Customer

<http://www.youtube.com/watch?v=D1lmB4PA81I>

In a talk based on his best-selling book, SECOND TO NONE, Ian outlines six strategies for creating superior customer value that will help you become number

http://www.ianbrooks.com/speech_outlines/stn.asp

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<http://www.business.nova.edu/Faculty.cfm/billyboy/>

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