

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

By Art Weinstein

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CUSTOMER VALUE MANAGEMENT Bill & Weinstein, Art (2004). Superior Customer Value in the New Economy: Concepts and Cases, 2nd.  
<http://www.ems.unibo.it/it/corsi/insegnamenti/insegnamento/2011/327378>

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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  
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A chicken restaurant is a type of restaurant that focuses upon grilled, roasted, Poulette-French Rotisserie Chicken with multiple locations in New York City;

[https://en.m.wikipedia.org/wiki/Chicken\\_restaurant](https://en.m.wikipedia.org/wiki/Chicken_restaurant)

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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,

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