

By Peter Fader Customer Centricity Focus On The Right Customers For Strategic Advantage Wharton Executive Essentials 2nd Edition 4151

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wharton on dynamic competitive strategy a valuable contribution this insightful book makes it clear that strategy is not a one time search for a sustainable competitive advantage but a continuous monitoring of the environment consumers and competitors with the object of making the right moves in a dynamically changing competitive landscape philip kotler s c johnson sons distinguished professor of international marketing j l kellogg graduate school of management northwestern university an ambitious and welcomed effort at addressing strategy from an interdisciplinary perspective professor don lehmann columbia university graduate school of business wharton on dynamic competitive strategy weaves together an unprecedented interdisciplinary analysis of competitive strategies that any global manager should consider indispensable reading an impressive book jon m huntsman sr chairman and ceo huntsman corporation provocative and meaningful provides an excellent framework for formulating strategy sam morasca vice president marketing shell oil products company a rosetta stone for strategy read it

and keep it by your side dale moss executive vice president sales and marketing usa british airways new york the competitive challenges facing you are more complex and fast moving than ever this environment demands dynamic competitive strategies strategies that anticipate and adjust to competitors countermoves shifting customer demands and changes in the business world wharton on dynamic competitive strategy offers new perspectives on competitive strategy from a distinguished group of faculty at wharton and other leading business schools around the world this book presents the best insights from decades of research in key areas such as competitive strategy simulations game theory scenario planning public policy and market driven strategy it represents the most cohesive collection of insights on strategy ever assembled by a leading school of business developed for the thinking manager wharton on dynamic competitive strategy provides deep insights into the true dynamics of competition in contrast to popular quick fix formulas for strategic success this book provides perspectives that will help you better understand the underlying dynamics of competitive interactions and make better strategic decisions in a rapidly changing and uncertain world the insights and approaches presented here are illustrated with real world examples which demonstrate how these approaches can be applied to your strategic challenges these chapters will help you better address key strategic issues such as anticipating competitors responses using game theory simulations scenario planning conjoint analysis and other tools and designing the best strategy in light of these expected responses planning for multiple rounds of competition in the way that chess players think through multiple moves understanding how changes in technology and public policy or moves by competitors can undermine your current advantages or neutralize future advantages broadening your range of options for reacting to moves by competitors signaling and preempting rivals this groundbreaking new book will change your view of strategy and give you the tools you need to succeed in a dynamic and intensely challenging world

wharton on dynamic competitive strategy a valuable contribution this insightful book makes it clear that strategy is not a one time search for a sustainable competitive advantage but a continuous monitoring of the environment consumers and competitors with the object of making the right moves in a dynamically changing competitive landscape philip kotler s c johnson sons distinguished professor of international marketing j l kellogg graduate school of management northwestern university an ambitious and welcomed effort at addressing strategy from an interdisciplinary perspective professor don lehmann columbia university graduate school of business wharton on dynamic competitive strategy weaves together an unprecedented interdisciplinary analysis of competitive strategies that any global manager should consider indispensable reading an impressive book jon m huntsman sr chairman and ceo huntsman corporation provocative and meaningful provides an excellent framework for formulating strategy sam morasca vice president marketing shell oil products company a rosetta stone for strategy read it and keep it by your side dale moss executive vice president sales and marketing usa british airways new york the competitive challenges facing you are more complex and fast moving than ever this environment demands dynamic competitive strategies strategies that anticipate and adjust to competitors countermoves shifting customer demands and changes in the business world wharton on dynamic competitive strategy offers new perspectives on competitive strategy from a distinguished group of faculty at wharton and other leading business schools around the world this book presents the best insights from decades of research in

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a powerful and original new take on business strategy with the customer at the center of it designed to generate enduring competitive advantage when setting strategy organizations typically spend too much time thinking about the competition and resources within the firm and not enough time on the customer the soul of any organization such an approach is reflected in the fact that most popular theories of business strategy have focused on resource and capability based perspectives of the firm real world businesses embracing and applying these intuitively attractive theories have struggled to compete however exactly because those theories fail to adequately account for the most important actor in all commercial transactions the customer in the soul of strategy two veteran strategists and academics deliver a straightforward new approach to business strategy one that builds and expands on the classic work of peter drucker recognizing the inescapable reality faced by every organization that a firm s primary job is to create and keep customers the book offers a comprehensive customer centric strategy framework a set of fresh perspectives and tools and step by step guides to implementing the leadership styles governance structures and technology that companies require to outcompete their rivals in attracting and retaining customers the book brings to life these key principles by using case studies and examples of organizations in a variety of industries you ll find a clear description of the concept of customer centricity and its value to the organization a new consumer behavior framework that will enable you to ask the right questions to elicit unique actionable customer insights a customer choice cascade that details how to select prioritize and deliver value for both customers and the firm a balanced perspective on how to both find sources of innovation and systematically abandon activities products structures and systems that no longer add value to customers the key role that customer insight data play in setting customer centered strategy expansions on drucker s proven strategic insights and ideas that go beyond well worn frameworks like porter s five forces perfect for managers executives board members and other business leaders the soul of strategy is also a can t miss resource for strategy consultants and advisors and anyone else

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this book presents seven internal dimensions that have a direct impact on an organization's global competitiveness and sustainability purpose leadership passion people centered customer centric infrastructure and viability an organization operates as a complex adaptive system that is impacted by external factors that make up its environment these external factors in turn compel managers to make decisions and take deliberate actions that stimulate the organization's internal dimensions to enhance its competitiveness therefore a competitive organization achieves a sustained level of productivity that leads to growth and the attainment of its objectives resulting in increased income and well being chapters in this book provide readers with a framework that demonstrates how these dimensions can be studied and analyzed individually as well as how cultivating a coherent mutually reinforcing system can enhance an organization's competitive advantage this book also includes illustrative case studies and proposes an instrument to measure an organization's competitiveness providing a strategic framework for enhancing competitiveness in vuca environments this book will interest scholars and students in strategic management competitiveness innovation and international business

a framework for achieving superior rates of organic growth achieving superior growth through innovation is a top strategic priority for all companies yet most management teams struggle to reach their firm's ambitious growth targets and suffer slow growth what distinguishes these growth laggards from growth leaders like ibm nike lego american express amazon and samsung that realize their full potential for growth wharton professor george s day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate in this essential guide day reveals how to build this prowess by combining discipline in growth seeking activities with an organizational ability to innovate day shows managers how to set a growth strategy that is realistic while still stretching the organization search for the best growth opportunities along the full spectrum of 14 growth pathways aim their growth seeking activities toward the creation of new customer value learn to profit from the uncertainty of innovation by successfully assessing and containing risk build the organizational muscle to implement an ambitious growth strategy and move faster from ideas to impact with the strategies processes and methods discussed in innovation prowess leaders can build a tested and comprehensive strategy for driving organic growth year after year the

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a powerful call to action customer centricity upends some of our most fundamental beliefs about customer service customer relationship management and customer lifetime value despite what the old adage says the customer is not always right even companies that can seemingly do no wrong like the coffeehouse giant starbucks have only recently started to figure this out starbucks is one of many companies that has successfully executed a pivot that puts the company in a customer centric mindset an approach that wharton professor peter fader describes in customer centricity fader advocates that in the world of customer centricity there are good customers and then there is pretty much everybody else in a new preface and afterword to customer centricity fader reflects on how the landscape has changed over nearly a decade since he first proposed that businesses radically rethink how they relate to customers using examples from starbucks nordstrom and more fader provides insights to help you understand why customer centricity is the new model for success in today's data driven environment how the ideas of brand equity and customer asset value help us understand what kinds of companies naturally lend themselves to the customer centric model and which ones don't why the traditional models for determining the value of individual customers are flawed how executives can use customer lifetime value clv and other customer centric data to make smarter decisions about their companies how the well intended idea of customer relationship management crm lost its way and how your company can properly put crm to use how customer centricity will help you realign your performance metrics product development customer relationship management and organization to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term also available once fader convinces you of the value of customer centricity in this book the customer centricity playbook with sarah toms will show you where to get started to bring it to the forefront of your organization the wharton executive essentials series the wharton executive essentials series from wharton school press brings the ideas of the wharton school's thought leaders to you wherever you are inspired by wharton's executive education program each book is authored by globally renowned faculty and filled with real life business examples and actionable advice wharton executive essentials guides offer a quick reading penetrating and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities

will control your brand relationship there's only way to win help them do it the opt out effect shows you how marketing thought leader gerald smith brings together new research data powerful strategies and indispensable tools for implementing customer centric brand management that supports today's customers and earns their loyalty you'll master new digital brand management best practices hands on via realistic exercises and well tested worksheets and templates you can use in your own environment nicholson and smith ground their recommendations in evidence unveiling important new research from pitney bowes and

kitewheel that illuminates the viewpoints of nearly 1 000 marketers and 1 000 consumers across several leading industries learn how to quantify what opt out is costing your business in dollars and cents control opt out by empowering customers with opt up opt down and opt in user preferences reframe brand strategy as customer centric building on radically new assumptions languages and beliefs about marketing use customer analytics to listen to sense and engage customers in the moment apply customer centric concepts such as opt out monetization customer driven brand loyalty customer driven lifetime value and customer driven brand equity profitably empower customers to control their messaging media channels offerings and more integrate your key customer relationship measures in a complete e driven customer managed marketing framework that helps you clarify your goals priorities and performance

integration of artificial intelligence ai into customer relationship management crm automates the sales marketing and services in organizations an ai powered crm is capable of learning from past decisions and historical patterns to score the best leads for sales ai will also be able to predict future customer behavior these tactics lead to better and more effective marketing strategies and increases the scope of customer services which allow businesses to build healthier relationships with their consumer base adoption and implementation of ai in customer relationship management is a critical reference source that informs readers about the transformations that ai powered crm can bring to organizations in order to build better services that create more productive relationships this book uses the experience of past decisions and historical patterns to discuss the ways in which ai and crm lead to better analytics and better decisions discussing topics such as personalization quality of services and crm in the context of diverse industries this book is an important resource for marketers brand managers it specialists sales specialists managers students researchers professors academicians and stakeholders

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