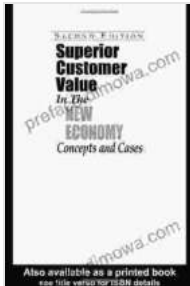


Unlocking Superior Customer Value in the New Economy



Superior Customer Value in the New Economy: Concepts and Cases by Marty Edwards

★★★★★ 5 out of 5

Language	: English
File size	: 7979 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
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Print length	: 400 pages
Item Weight	: 11.24 pounds
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Hardcover	: 302 pages



In today's rapidly evolving business landscape, customer expectations are higher than ever before. Customers demand personalized experiences, seamless interactions, and access to valuable products and services. To thrive in this new economy, businesses must focus on creating superior customer value.

This comprehensive guidebook will equip you with the knowledge and tools you need to:

- Understand the concept of superior customer value
- Identify the key drivers of customer value

- Develop strategies to create superior customer experiences
- Measure and track customer value
- Build a customer-centric organization

Through in-depth case studies, thought leader insights, and actionable strategies, this book will guide you on a journey to create lasting customer value and drive business growth.

Chapter 1: The Importance of Customer Value

In this chapter, you will learn why customer value is so important in today's economy. You will also explore the different types of customer value and how to measure it.

Chapter 2: The Key Drivers of Customer Value

In this chapter, you will identify the key factors that drive customer value. You will learn how to create a value proposition that resonates with your target audience.

Chapter 3: Developing Strategies to Create Superior Customer Experiences

In this chapter, you will learn how to develop and implement strategies to create superior customer experiences. You will explore the importance of customer journey mapping, personalization, and omnichannel marketing.

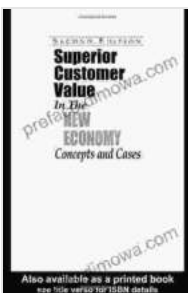
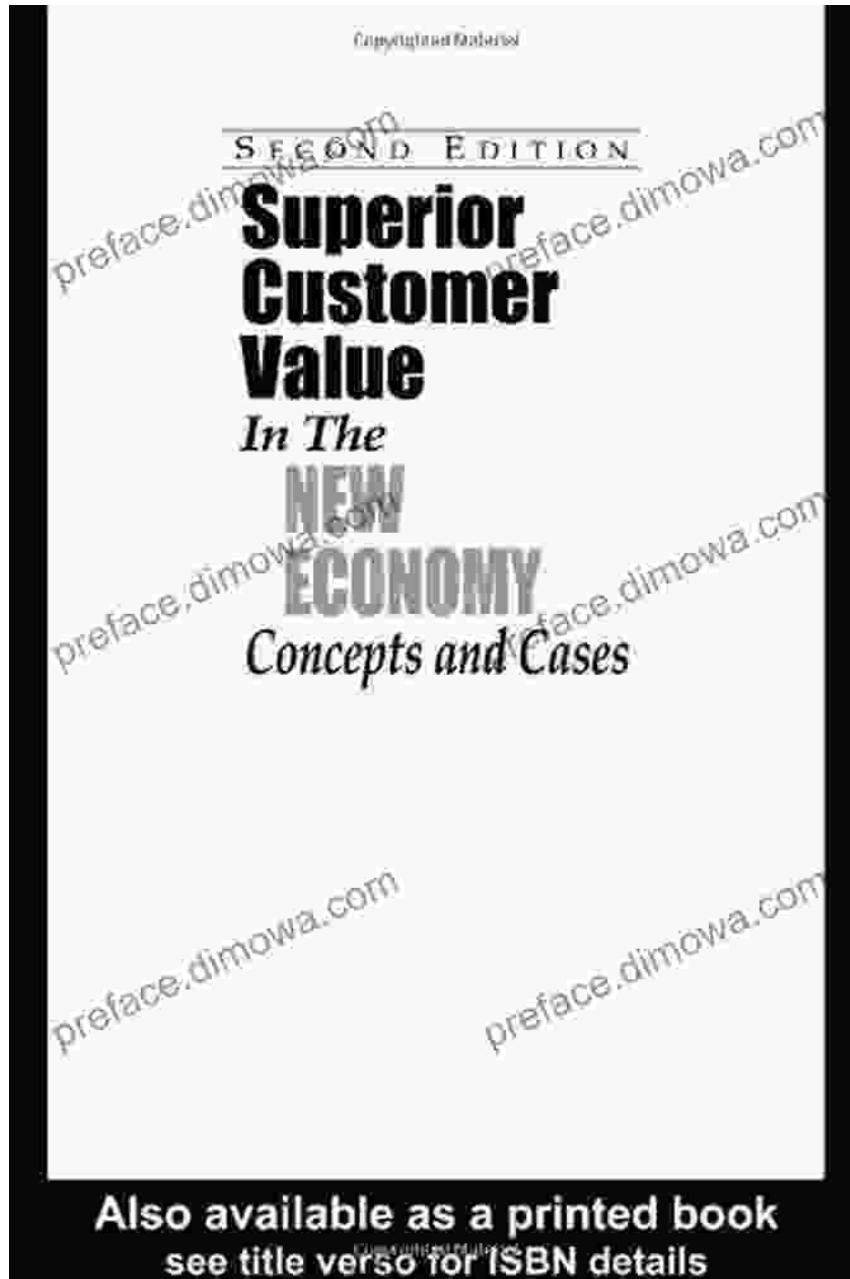
Chapter 4: Measuring and Tracking Customer Value

In this chapter, you will learn how to measure and track customer value. You will also explore the different metrics you can use to assess the success of your customer value initiatives.

Chapter 5: Building a Customer-Centric Organization

In this chapter, you will learn how to build a customer-centric organization. You will explore the importance of employee engagement, customer feedback, and continuous improvement.

This comprehensive guidebook is your ultimate resource for creating superior customer value in the new economy. Free Download your copy today and start unlocking the potential of your business.

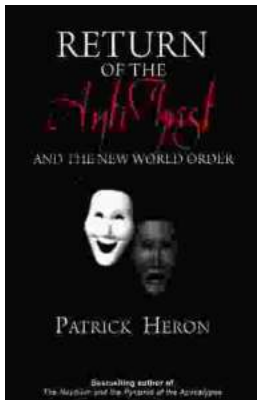


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