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Strategy from the Outside in: Profiting from Customer Value: How to Profit from Customer Value (Hardback)

By George S. Day, Christine Moorman

McGraw-Hill Education - Europe, United States, 2010.

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English . Brand New Book. Shareholder value .core

competence .six sigma .right sizing .These influential strategy

ideas have lured many companies into a dangerous internal

focus, viewing the world from the inside out. As a result,

companies lose sight of the market, which leads to poor results

over the long run. Inside-out thinking distracts companies from the core purpose of a business: to create and serve customers.

Fulfilling that purpose can be done only by approaching

strategy from the outside in. In this refreshing look at creating

enduring business value, two business school professors from

The Wharton School and The Fuqua School of Business, Duke

University, challenge you to shift your perspective. They

demonstrate that companies that adopt--and fight to keep--an

outside-in view focused on customer value have grown

revenue, profit, and shareholder value through both boom and

bust business cycles. Applying years of research, George S. Day

and Christine Moorman illustrate that an outside-in view

requires constant vigilance and focus on four customer value

imperatives: Be a customer value leader Innovate new value

for customers Capitalize on the customer as an asset

Capitalize...



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