

Marketing Trend : from Production to Value Based Era



Production-oriented era

Market-oriented era

Sales-oriented era

Value-based marketing era

Customer Value Inc Value Based Marketing

**Freeland Gotwalts Hobson, John Weiler
Bickel, Abraham Hunsicker
Hendricks, Albert Rosenberger
Place, Nelson P. Fegley**

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Value-based Marketing Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include Jean Claude Larrich INSEAD, Veronica Wong Aston Business School, John Quelch Harvard Business School, Susan Hart Strathclyde Graduate Business School, SGBS, Michael Baker Emeritus Professor SGBS, Tim Ambler London Business School, Tony Cram Ashridge. Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age

Value-Based Marketing for Bottom-Line success J. Nicholas DeBonis, Eric Balinski, Phil Allen, 2002-11-22 To be successful in today's marketplace, a company must integrate its traditional business functions to provide superior value to targeted customers. This means creating an offering that echoes in the customer's consciousness as a great deal for them. Why? Because the value provided serves the customer's best interests. In so doing, a business succeeds, attracts new customers, and is able to continually improve the value offered to existing customers. Value Based Marketing for Bottom Line Success provides a 5 step model and critical tools necessary for creating and managing a successful Value Delivery marketing strategy. Customers buy value, not product or features. They buy from the company that provides the most value. And they buy what's in their best interest. Consequently, the secret to customer retention and growing value relationships with customers is to always make it in their best interest to do business with you by providing the best value in the marketplace. Value Based Marketing for Bottom Line Success: 5 Steps to Creating Competitive Value offers a Value Creation and Delivery process which will help a company to compete profitably in its marketplace by: 1 identifying the value expectations of target customers 2 selecting the values on which it wants to compete 3 analyzing the ability within the organization to deliver that value 4 communicating the value 5 delivering the value promised. It's a targeted laser strategy directed at chosen value segments that are profitable for the supplier. This text offers a customer value creation model which shows how to create and sustain competitive advantage while delivering customer value and offers a method for quantifying customer lifetime value (CLV) which enables a company to

identify which customer value segments it should target

The ROI of Pricing Stephan Liozu, Andreas

Hinterhuber, 2014-01-24 As with executives and managers in so many other business functions pricing specialists are being challenged more and more to substantiate the added value of their activities Pricing is a core function of every business and needs not only to contribute positively to short and long term results but also to document its impact to the bottom line A fundamental part of this is the pricing ROI calculations This book edited by globally renowned thought leaders Andreas Hinterhuber and Stephan Liozu is the first to outline contemporary theories and best practices of documenting pricing ROI It provides proven methods practices and theories on how to calculate the impact of pricing activities on performance Marketing ROI is now a common concept this collection proves to do the same for pricing Hinterhuber Liozu introduce the concept of pricing ROI documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future in times of budget constraints 20 world class specialists explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much needed light on how to measure and increase pricing ROI This groundbreaking book will enlighten students and specialists of marketing and sales pricing managers and executives alike

Superior Customer Value in the New Economy Simon Ang, Alejandro Oliva, 2004-05-27

Great companies consistently meet and exceed customer desires Superior Customer Value in the New Economy Concepts and Cases Second Edition offers a blueprint for responding effectively to customer demands and for creating the benchmarks common to world class service companies The Second Edition elaborates on the latest perspectives of the busin

Internet-Based Customer Value Management Tymoteusz Doligalski, 2014-10-16 Customer value management is a managerial approach in which customers are perceived as the company's asset the value of which may be measured and increased through the organization of processes around customer relationships This book deals with the topic of managing customer lifetime value on the internet and more specifically on including the role of the internet in customer value proposition to enhance stakeholder and shareholder value This book also discusses the possibilities of internet based customer value management and presents a model describing the process leading to it Its uniqueness lies in presenting a managerial approach to customer relationships rather than offering just another tool of e marketing The author's approach is not limited by branches or sectors differences in customer value management approaches are perceived through a prism of relationships between the company and its customers

Mastering Customer Value Management Ray Kordupleski, 2003

There is an emerging art and science of customer value management that is proving its worth in increased market share and shareholder value for the companies that practice it Customer value management is about choosing value determining what customers really value and developing your value proposition delivering value making sure business processes are aligned with value proposition communicating value educating the market on your value proposition The concepts of customer value management and the practical tools that have been developed to support them are the subject of this book

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