



Superior Customer Value: Strategies for Winning and Retaining Customers, Third Edition

Art Weinstein

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A customer-centric culture provides focus and direction for the organization, ensuring that exceptional value will be offered to customers — this, in turn, results in enhanced market performance. Unfortunately, caught up in the daily economic and competitive pressures of running complex and fast-changing businesses, managers may lose sight of customers' desires. And, consequently, customer experiences often fall far short of expectations.

Written by an expert with more than fifteen years of experience, **Superior Customer Value: Strategies for Winning and Retaining Customers, Third Edition** benchmarks the best companies and shows you what it truly means to create world-class value for customers. The book is a state-of-the-art guide to designing, implementing, and evaluating a customer value strategy in service, technology, and information-based organizations. It explores key marketing planning issues that emphasize relationship management strategies to keep customers happy.

See What's New in the Third Edition:

New topics include:

- Business models
- Co-creation of value
- Corporate entrepreneurship
- Customer experience management
- Customer value metrics
- Net promoter score
- Image
- Innovation
- Social media

Expanded coverage of:

- Customer relationship management

- E-business opportunities

Written as an academic textbook for use in MBA programs, the book is highly readable, practical, and action-oriented, giving managers at all levels of experience guidance on how to improve marketing operations and create customer-centric organizations. It explains valuable tools such as customer value funnel, customer value assessment, service-quality-image-price (SQIP) analysis, and CRM models. Each chapter has a customer value insight checklist, action items, and informative figures and tables.

This revised edition addresses current trends in value-adding business practice, from understanding how to drive a market and find new ventures to the rise in customer importance of the online arena and new models and metrics for customer loyalty and retention. Great companies amaze and delight customers — **Superior Customer Value** offers a strategic blueprint to learn from the market leaders and apply those lessons to your organization.

Art Weinstein discusses the book in several videos on the CRC Press YouTube Channel.

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