

The Outside-in Corporation - Barbara Bund

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Drawing on insights from Dell, FedEx and eBay, a leading business innovator shows you how to transform your company, putting customer needs at the center Business strategies and company-wide initiatives must be based on customer needs, even when little hard customer information is available. The Outside-In Corporation helps you develop "customer pictures" and, through rigorous customer analysis, create unique value propositions. Barbara Bund, recognized as an innovator in both academia and business, outlines techniques for devising and implementing customer-based strategy, pricing, communication, and distribution initiatives that will drive success in the marketplace by building or remaking a business "from the outside in." Author: Bund, Barbara Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Outside-In Corporation Pages: 00272 (Encrypted EPUB) / 00272 (Encrypted PDF) On Sale: 2005-10-26 SKU-13/ISBN: 9780071459310 Category: Business & Economics : General

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