

Creating And Managing Superior Customer Value

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Advances theory and offers tools for measuring value dimensions and strength. This work focuses on advancing value theory, research and strategy in business-to-business contexts. It is suitable for improving thinking, decisions, and actions relating to the creation, marketing, and purchasing of superior value in products and services. EAN/ISBN : 9781848551732 Publisher(s): Emerald Group Format: ePub/PDF Author(s): Woodside, Arch G. - Gibbert, Michael - Golfetto, Francesca

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