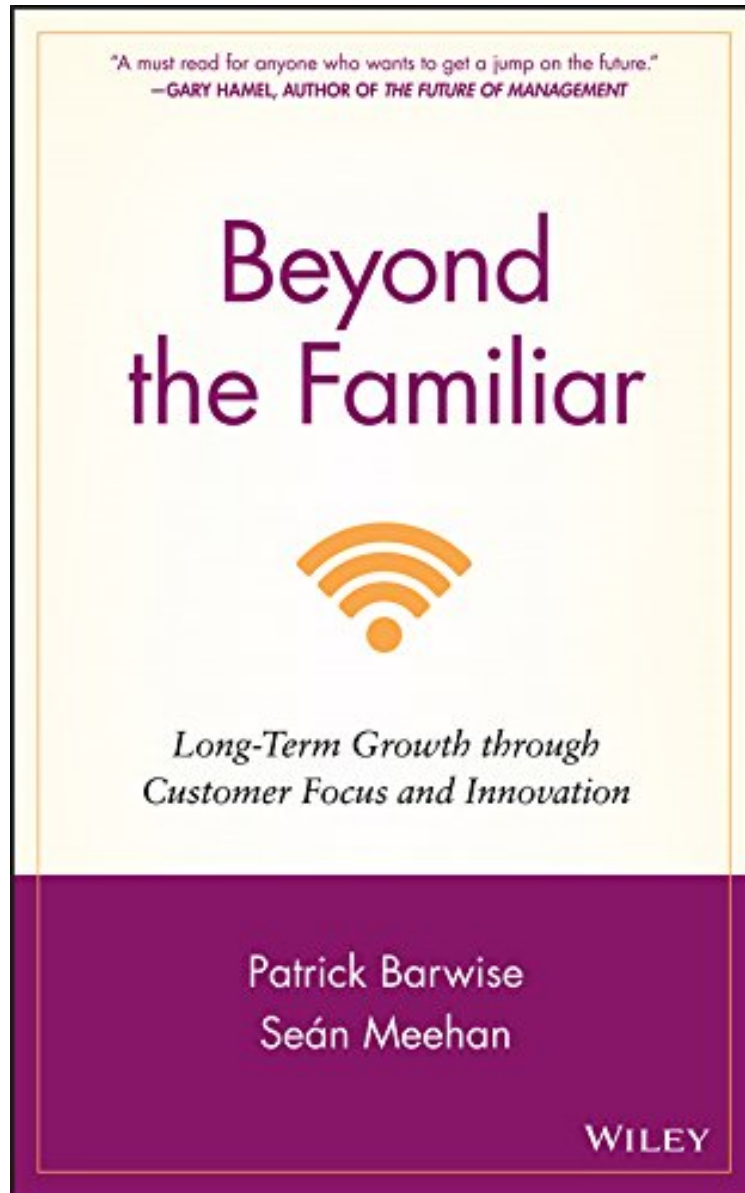


Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation

Patrick Barwise, Sean Meehan
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Patrick Barwise, Sean Meehan : Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation:

Strong customer-focused companies have a clear, relevant promise which they obsessively deliver day-in, day-out. At the same time, they relentlessly drive the market by evolving the offer in the face of market developments and opportunities. Because they meet customer needs better than the competition, again and again, they are able to generate sustainable, profitable, market-leading organic growth. The problem the book addresses is how to achieve this. The authors identify five key steps using their framework for success: Offer a clear, relevant customer promise Build customer trust by reliably delivering that promise Continuously improve the promise, while still reliably delivering it Drive the market by innovating beyond the familiar Support all this with an open organization that promotes frank discussion based on clear facts and market feedback. Above all the book runs counter to the fashionable claim that the starting-point for business success should be to find a 'blue-sky', 'out-of-the-box' breakthrough innovation. Barwise and Meehan use many compelling cases to illustrate how managers can find ways within their existing network and organization to achieve long term growth.

'Beyond the Familiar lives up to its promise, rewards readers' trust and re-inforces Simply Better's straightforward lessons' (FT, March 2011). '...very much a practical guide...sets out methods of achieving the Holy Grail of consistent growth.' (Business Life, May 2011). ' Beyond the Familiar is a prescription for cautious, step-by-step change, not blue sky thinking.' (Marketingweek.co.uk, May 2011). 'This is a very short, very good book on how to grow a business, which every CEO or aspiring CEO should read' Robin Fairlie of the Institute of Direct and Digital Marketing

From the Back Cover "A must read for anyone who wants to get a jump on the future." mdash;GARY HAMEL, AUTHOR OF THE FUTURE OF MANAGEMENT "Profitable growth isn't sustainable without relentless, customer-relevant innovation. Lucky for you, Beyond the Familiar is filled with insights and advice on how to make this happen. It's a must read for anyone who wants to get a jump on the future." mdash;GARY HAMEL, AUTHOR OF THE FUTURE OF MANAGEMENT "The value of Beyond the Familiar lies almost as much in the silver bullet solutions it debunks as in the infinitely wise marketing principles it advocates. In their search for the secrets of consistent growth, Barwise and Meehan distil the experience of others with merciless objectivity. Shareholders could sleep better at nights if every CEO had absorbed their fundamental lessons." mdash;SIR MARTIN SORRELL, CEO, WPP "Delivering growth in a given period is relatively easy. However, I know from personal experience how hard it is to achieve sustained, year-in and year-out organic growth. Beyond the Familiar describes the challenge and offers practical tips on how to overcome it. As such, the book is a valuable 'how-to' guide and training tool for any business leader." mdash;WERNER GEISLER, VICE CHAIRMAN, GLOBAL OPERATIONS, PROCTER GAMBLE "While there is no single recipe for long-term organic growth, Barwise and Meehan provide a very practical framework, illustrated with many real-life examples of both success and failure that will resonate well with any CEO confronted with this eternal challenge. A must read!" mdash;GERARD KLEISTERLEE, PRESIDENT AND CHIEF EXECUTIVE OFFICER, ROYAL PHILIPS ELECTRONICS "Achievement of sustainable, profitable growth is a big challenge for every company. With many concrete examples, this book shows how you can increase your odds of achieving profitable growth by focusing relentlessly on customer needs and innovation. Based on my personal experience, a very worthwhile read." mdash;PIUS BASCHERA, CHAIRMAN, HILTI AG www.beyond-the-familiar.com

About the Author Patrick Barwise is emeritus professor of management and marketing at London Business School and chairman of Which?, the UK's leading consumer organization. He joined LBS in 1976 after an early career at IBM and has published widely on management, marketing, media, and research methods. He is an experienced conference speaker and expert witness, having worked on commercial, tax, and competition cases in Brussels, Frankfurt, London, Paris and Washington. He has also been involved in two successful start-up businesses: the online field research company Research Now (acquired by e-Rewards in 2009) and the online brand community specialist Verve. Sean Meehan is the Martin Hilti Professor of Marketing and Change Management at IMD in Lausanne, Switzerland. Since joining IMD in 1997, he has directed both its MBA program and its Orchestrating Winning Performance open executive program, but his main focus has been on designing and delivering customized offerings for leading global companies such as Air France-KLM, Caterpillar, Hilti, Mastercard, Sandvik, Telefonica, and Toyota. His research is about understanding and addressing the challenges of becoming customer-focused. His early career was in client service and marketing roles at Arthur Andersen and Deloitte. The authors' previous book, *Simply Better: Winning and Keeping Customers by Delivering What Matters Most*, won the American Marketing Association's 2005 Berry-AMA Book Prize and has been translated into seven other languages. Their research has also been published in the Harvard Business Review, MIT Sloan Management Review, and other leading management journals.