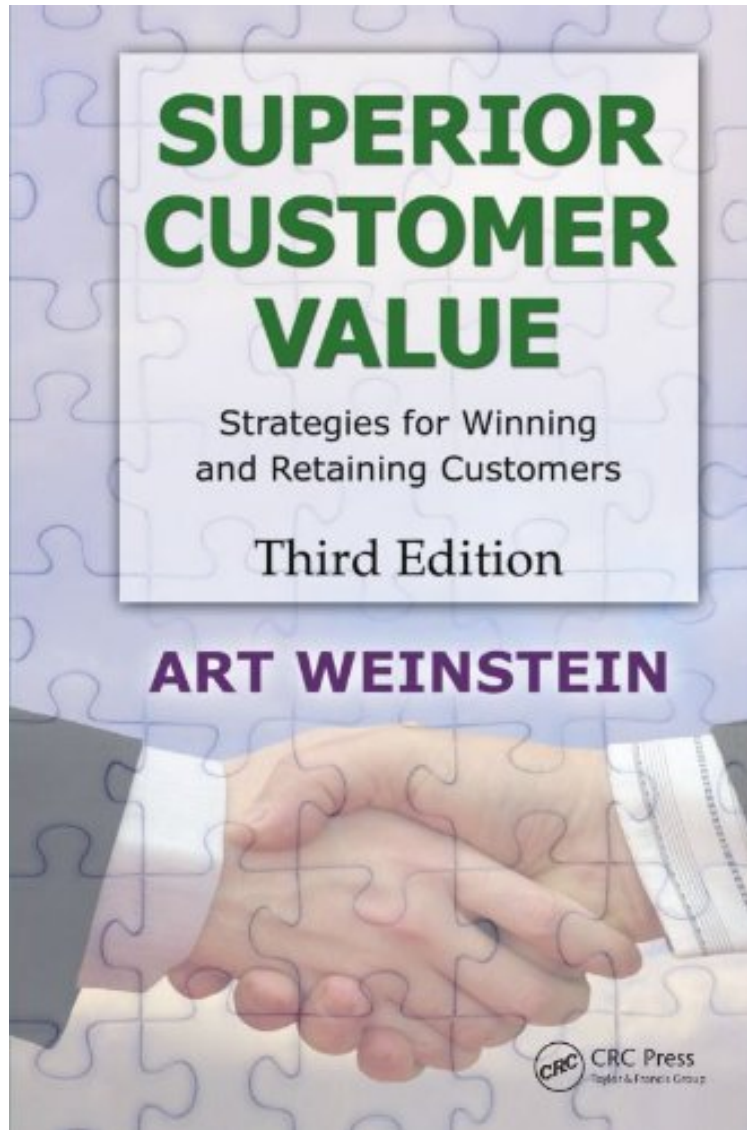


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Superior Customer Value: Strategies for Winning and Retaining Customers, Third Edition

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 mdash; 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 customersrsquo; 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 Whatsquo;s New in the Third Edition:New topics include:Business modelsCo-creation of valueCorporate entrepreneurshipCustomer experience managementCustomer value metricsNet promoter scoreImageInnovationSocial mediaExpanded coverage of:Customer relationship managementE-business opportunitiesWritten 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 mdash; 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.

About the AuthorArt Weinstein is a professor of marketing in the Huizenga School of Business and Entrepreneurship at Nova Southeastern University, Fort Lauderdale. He earned his Ph.D. in 1991 from Florida International University. Dr. Weinstein is the author of The Handbook of Market Segmentation, 3rd Edition and Defining Your Market, as well as more than 70 scholarly articles and papers on customer-focused topics and marketing strategy issues. He was the founder and editor of the Journal of Segmentation in Marketing. Dr. Weinstein has consulted for many high-tech and service firms.