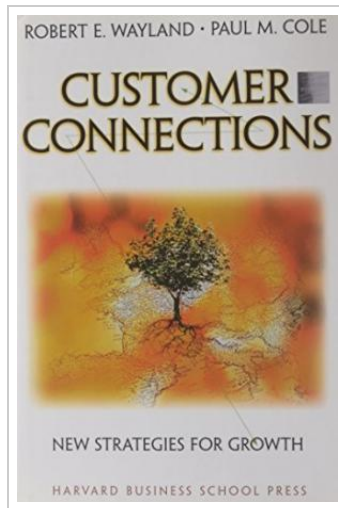




Customer Connections: New Strategies for Growth (Hardback)

By Robert E. Wayland, Paul M. Cole

Harvard Business Review Press, United States, 1997. Hardback. Condition: New. Language: English . Brand New Book. With this book, managers have a new strategic framework for making explicit connections between what they know about their customers and how they can leverage that information to create value. The authors reveal a comprehensive system that places customer relationships at the center of your business and shows you how to use this system to discover and tap new sources of value to improve your firm s profitability and growth. Customer Connections is full of fresh, practical examples of companies--including ScrubaDub car wash, Inc. magazine, United Parcel Service, MCI Communications, and Wachovia Bank--that have creatively used information and knowledge management technologies to connect with their customers in new ways. It unveils a model for fostering collaboration and playing the right role in supply and demand chains, and gives you the tools for building a strategy based on the four key drivers of customer portfolio value: choosing the customers you want, selecting what you want to offer, deciding what role you should play in meeting their needs, and working together to create mutual value. Wayland and Cole show you how to ask--and act on--the right..



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