



Breaking Through, 2nd Edition Implementing Disruptive Customer Centricity

By Sandra Vandermerwe

Palgrave Macmillan. Hardcover. Condition: New. 310 pages. Dimensions: 9.4in. x 6.2in. x 1.0in. Customer centricity is fundamental to business success. Most executives appreciate the importance of customer focus yet have little idea of the steps to sell the processes internally, nor the skills to execute them. A thoroughly revised new edition on Breaking Through, with updates on digital opportunities, social media, emerging markets (including Africa); this is an essential guide to the processes needed to implement customer centricity. Structured to give readers the opportunity to go through each of the breakthrough points themselves, they are systematically brought through the why, what and how. Based on a strong methodology, yet presented in an easy to read style, this book explains how to execute change in the way a company engages with its customers, and to make it endure in the long-term. Using global examples of both new and traditional business, this is a broad appeal approach to the topic. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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