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Nota di contenuto	BEYOND THE FAMILIAR: Long-Term Growth through Customer Focus and Innovation; Table of Contents; Preface; Acknowledgements; CHAPTER ONE: WHAT EVERY CEO WANTS; CHAPTER TWO: YOUR PROMISE TO THE CUSTOMER; CHAPTER THREE: DELIVERING TODAY'S PROMISE BETTER AND BETTER EVERY DAY; CHAPTER FOUR: DRIVING THE MARKET BY RELENTLESSLY IMPROVING THE PROMISE; CHAPTER FIVE: INNOVATING BEYOND THE FAMILIAR; CHAPTER SIX: OPENING UP: WHAT LEADERS MUST DO; POSTSCRIPT; END NOTES; INDEX; About the Authors
Sommario/riassunto	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
