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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Expanding lean thinking -- The value advantage -- Six propositions of channel value that drive lean distribution -- How do markets define value? -- Linking value drivers to value delivery systems -- Value stream analysis : a process overview -- Becoming lean -- Vsa in action -- Managing channel loyalty : a necessary condition for lean initiatives -- Implementing lean thinking within the channel environment -- Appendix a understanding the value model -- Appendix b the competitive value matrix -- Appendix c acquisition and retention tools -- Appendix d how do you capture customer value definitions?.