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Altri autori (Persone)	AldermanJerry D
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Nota di contenuto	Winning with Customers: A Playbook for B2B; Contents; Foreword by Karel Czanderna; Preface; Acknowledgments; Introduction by Glenn Dalhart; Chapter 1: Why We Lose; Chapter 2: Define Winning; Chapter 3: The Playbook; Chapter 4: Winning Metrics; Chapter 5: What Does Your Customer Think?; Chapter 6: Informing Decisions; Chapter 7: Executing Value Creation and Value Capture; Chapter 8: The Scoreboard; Chapter 9: Getting Started; Chapter 10: Sustaining and Scaling; Afterword; About the Authors; About the Contributors; Index; Appendix A: Our Approach to Certification and Building Capability Appendix B: A Little More Background on Outside-In
Sommario/riassunto	Do Your Customers Make More Money Doing Business With You? Knowing the answer can help you build measurable and valuable customer relationships, outperform the competition, and unlock profitable growth. Companies are blind to opportunities for profitable customer relationships without a deep understanding of how they

create customer value relative to competitors. With a rigorous and measurable understanding of how customers make more money today and in the future with you, combined with supporting plans and tools to align the entire organization for success, a company can win

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