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Altri autori (Persone)	BurgartzThomas MuzzuChristina
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Nota di contenuto	Part I: Introduction and General Conditions -- 1. The Changed Perspective: eagle eye instead of tunnel vision -- 2. Management after the coronavirus crisis: focus on a holistic approach -- 3. A better understanding of big data: what can What Big Data can and cannot do? -- Part II: The cornerstones of customer value-centered management: benefits, price and costs -- 4. Core function Customer benefits: What are the actual customer needs? -- 5. Core function pricing: What is the optimal price and how can it be determined -- 6. Core function costs: Which costs are relevant to the decision? -- Part III: The value-to-value perspective (networked value perspectives) -- 7. Customer value: Between ABC analysis and Customer Lifetime Value (CLV) -- 8. Customer centricity: Customer needs and requirements. Focus on the

customer contact points -- 9. The combination of value perspectives: Value-to-value segmentation in practical use -- Part IV Customer value-centered management: Management and controlling of the interfaces between benefit, price and costs -- 10. Price-benefit perspective: interactions or Change of effect - signal prices and value pricing -- 11. Price-cost perspective: impact effects and patterns of the top-down and bottom-up approach -- 12. Cost-benefit perspective: the conflicting priorities between transparent pricing and target pricing -- Part V Outlook: Customer value-centered management in a VUCA world -- 13. The path to a customer value-centered company -- 14. What you can learn from the most successful companies can - and what not -- 15. The challenge: The increasingly uncertain Getting a grip on environmental conditions.

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#### Sommario/riassunto

This book explores Customer Value-centered Management as a modern corporate approach, emphasizing its dual nature: data-driven yet comprehensive. Facing heightened time pressure and uncertainty, management grapples with decision-making challenges amidst VUCA conditions. While complexity rises, tools like big data and AI offer decision-making solutions. Customer centricity, epitomized by Amazon's success, emerges as pivotal, with customer value serving as the linchpin in relationship marketing. Authors advocate an integrated "value-to-value segmentation" approach, reconciling customer and company perspectives. They caution against simplistic interpretations of value-based pricing, stressing the need for holistic consideration of customer benefit, pricing, and costs.

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