# Acces PDF Value Customer Capturing And Communicating Creating By Line Bottom Your Boost And Sales Drive Pricing Based Value

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## KEY=COMMUNICATING - CARINA KARLEE

## VALUE-BASED PRICING: DRIVE SALES AND BOOST YOUR BOTTOM LINE BY CREATING, COMMUNICATING AND CAPTURING CUSTOMER VALUE

**McGraw Hill Professional** A Groundbreaking Pricing Model for the New Business Landscape Why would any customer choose Brand X over Brand Y, regardless of price? In a word: Value. When customers feel they are getting good value from your product or service, they are more than happy to pay more—which is good news for you and your business. Even in today's global market—with its aggressive competitors, low-cost commodities, savvy consumers, and intangible digital offerings—you can outsell and outperform the rest using Value-Based Pricing. Done correctly, this method of pricing and selling helps you: Understand your customers' wants and needs Focus on what makes your company different Quantify your differences and build a value-based strategy Communicate your value directly to your customers Now more than ever, it is essential for you to reexamine the reality of the value you offer customers—and this step-by-step program shows you how. Developed by global consultants Harry Macdivitt and Mike Wilkinson, Value-Based Pricing identifies three basic elements of the Value Triad: revenue gain, cost reduction, and emotional contribution. By delivering these core values to your customers—through marketing, selling, negotiation, and pricing—you can expect an increase in profits, productivity, and consumer goodwill. These are the same value-based strategies used by major companies such as Philips, Alstom, Siemens, and Virgin Mobile. And when it comes to today's more intangible markets—such as consulting services or digital properties like e-books and music files—these value-based strategies are more important than ever. So forget about your old pricing methods based on costs and competition. Once you know your own value—and how to communicate it to others—everybody profits.

## VALUE-BASED PRICING

## DRIVE SALES AND BOOST YOUR BOTTOM LINE BY CREATING, COMMUNICATION, AND CAPTURING CUSTOMER VALUE

## PROMOTION AND MARKETING COMMUNICATIONS

**BoD – Books on Demand** This edited Promotion and Marketing Communications book is an original volume that presents a collection of chapters authored by various researchers and edited by marketing communication professionals. To survive in the competitive world, companies feel an urge to achieve a competitive advantage by applying accurate marketing communication tactics. Understanding marketing communication is an essential aspect for any field and any country. Hence, in this volume there is the latest research about marketing communication under which marketing strategies are delicately discussed. This book does not only contribute to the marketing and marketing communication intellectuals but also serves different sector company managerial positions and provides a guideline for people who want to attain a career in this field, giving them a chance to acquire the knowledge regarding consumer behavior, public relations, and digital marketing themes.

## RETHINKING THE SALES FORCE: REDEFINING SELLING TO CREATE AND CAPTURE CUSTOMER VALUE

**McGraw Hill Professional** In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell. Capitalizing on research into the practices of cutting edge companies, the authors show how the successful sales force breaks away from traditional thinking and transforms themselves into complex business processes with multiple sales approaches and selling mdoels that meet the demands of today's sophisticated customers.

## IMS APPLICATION DEVELOPER'S HANDBOOK

## CREATING AND DEPLOYING INNOVATIVE IMS APPLICATIONS

**Academic Press** • Clear, concise and comprehensive view of IMS and Rich Communication Suite (RCS) for developers • Shows how to use RCS to create innovative applications for rapid uptake by end-users • Covers service and operator scenarios for the IMS architecture • Explains IMS architecture and protocols, from an application developer's perspective IMS Application Developer's Handbook gives a hands-on view of exactly what needs to be done by IMS application developers to develop an application and take it "live" on an operator's network. It offers practical guidance on building innovative applications using the features and capabilities of the IMS network, and shows how the rapidly changing development environment is impacting on the business models employed in the industry and how existing network solutions can be moved towards IMS. Elaborating on how IMS applies basic VoIP principles and techniques to realize a true multi-access, and multimedia network, this book ensures that developers know how to use IMS most effectively for applications. Written by established experts in the IMS core network and IMS service layer, with roots in ISDN and GSM, with experience from working at Ericsson, who have been active in standardisation and technology development and who have been involved in many customer projects for the implementation of fixed mobile converged IMS network and service. The authors of this book bring their in-depth and extensive knowledge in the organizations involved in the IMS standardization and its architecture. Clear, concise and comprehensive view of the IMS and Rich Communication Suite (RCS) for developers Written by established experts in the IMS services layer, who have been involved in many customer projects for the implementation of fixed mobile converged IMS network and service Covers potential service and operator scenarios for the IMS architecture; it is significantly more than merely a description of the IMS standards

## THE BRMP® GUIDE TO THE BRM BODY OF KNOWLEDGE

**Van Haren** For trainers free additional material of this book is available. This can be found under the "Training Material" tab. Log in with your trainer account to access the material.The BRMP® Guide to the BRM Body of Knowledge is designed to assist the Business Relationship Management Professional (BRMP®) training course attendees and certification exam candidates, but it will also be of great value to anyone looking for a comprehensive foundation-level overview of the art and practice of Business Relationship Management. The book covers the entire BRMP® course syllabus and contains all the information covered in the training and referenced in the exam.What is BRMP®?Business Relationship Management Professional (BRMP®) training is a world-class professional development program designed to provide a solid foundation-level knowledge of Business Relationship Management. The BRMP® exam is designed to test an individual s learning through rigorous examination providing a leading verifiable benchmark of BRM professional acumen and achievement. To learn more about BRMP® training and certification, please visit http://brminstitute.org/.Who Is It For?Business Relationship Management Professional (BRMP®) training and certification program is intended as a comprehensive foundation for Business Relationship Managers at every experience level, with the training and certification designed to provide a solid baseline level of knowledge. BRMP® professional development program provides an excellent Return on Investment (ROI) and is ideally suited for project managers, business analysts, architects, external service providers; representatives of shared services organizations including IT, HR, Finance, Sales, Strategy Planning, etc.; business partners and anyone else interested in business value maximization.Benefits for Individuals and OrganizationsHolders of BRMI Business Relationship Management Professional (BRMP®) credentials will be able to demonstrate their understanding of: The characteristics of the BRM role. What it means to perform as a strategic partner, contributing to business strategy formulation and shaping business demand for the service provider s services. The use of Portfolio Management disciplines and techniques to maximize realized business value. Business Transition Management and the conditions for successful change programs to minimize value leakage. The BRM role in Service Management and alignment of services and service levels with business needs. The principles of effective and persuasive communication.

## MARKETING

## AN INTRODUCTION, STUDENT VALUE EDITION

**Prentice Hall** With engaging real-world examples and information, "Marketing: An Introduction" shows readers how customer value--creating it and capturing it--drives every effective marketing strategy. Defining Marketing; Marketing Process; Creating and Capturing Customer Value; Company and Marketing Strategy; Partnering to Build Customer Relationships; Understanding the Marketplace and Consumers; Analyzing the Marketing Environment; Managing Marketing Information to Gain Customer Insights; Understanding Consumer and Business Buyer Behavior; Designing a Customer-Driven Marketing Strategy and Marketing Mix; Customer-Driven Marketing Strategy, Creating Value for Target Customers; Products, Services, and Brands; Building Customer Value; Developing New Products and Managing the Product Life Cycle; Pricing; Understanding and Capturing Customer Value; Marketing Channels; Delivering Customer Value; Retailing and Wholesaling; Communicating Customer Value; Advertising and Public Relations; Communicating Customer Value; Personal Selling and Sales Promotion; Direct and Online Marketing; Building Direct Customer Relationships; Extending Marketing; The Global Marketplace; Sustainable Marketing; Social Responsibility and Ethics; Company Cases; Marketing Plan; Marketing by the Numbers; Careers in Marketing For those interested learning more about the fundamentals of marketing.

## ETHICS IN MARKETING

## INTERNATIONAL CASES AND PERSPECTIVES

**Taylor & Francis** Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. Ethics in Marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Coca Cola, Facebook, VISA and Zara are featured. This second edition of Ethics in Marketing has been thoroughly updated and includes new international cases from globally recognized organizations on gift giving, sustainability, retail practices, multiculturalism, sweat shop labor and sports sponsorship.

This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement for other marketing classes.

## HBR'S 10 MUST READS BOXED SET WITH BONUS EMOTIONAL INTELLIGENCE (7 BOOKS) (HBR'S 10 MUST READS)

**Harvard Business Press** You want the most important ideas on management all in one place. Now you can have them—in a set of HBR's 10 Must Reads, available as a 7-volume paperback boxed set or as an ebook set. We've combed through hundreds of Harvard Business Review articles on change, leadership, strategy, managing people, and managing yourself and selected the most important ones to help you maximize your own and your organization's performance. The HBR's 10 Must Reads Boxed Set includes seven bestselling collections: HBR's 10 Must Reads on Leadership (ways you can transform yourself from a good manager into an extraordinary leader); HBR's 10 Must Reads on Managing Yourself (the path to your own professional success starts with a critical look in the mirror and what you see there—your greatest strengths and deepest values—are the foundations you must build on); HBR's 10 Must Reads on Strategy (will help galvanize your organization's strategy development and execution); HBR's 10 Must Reads on Change (70% of all change initiatives fail, but the odds turn in your company's favor once you understand that change is a multi-stage process—not an event—and that persuasion is key to establishing a sense of urgency, winning support, and silencing naysayers); HBR's 10 Must Reads on Managing People (will help you determine what really motivates people, how to deal with problem employees, and how to build an effective team); HBR's 10 Must Reads: The Essentials (which brings together the best thinking from management's most influential experts); and HBR's 10 Must Reads on Emotional Intelligence (the trait that is twice as important as other competencies in determining outstanding leadership). HBR's 10 Must Reads Boxed Set with Bonus Emotional Intelligence also makes a smart gift for your team, colleagues, or clients. The ebook set is available in PDF, ePub and mobi formats.

## COMMUNICATION AND INFORMATION TECHNOLOGY IN SOCIETY

## VOLUME 2 INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN MANAGEMENT

**Cambridge Scholars Publishing** This book discusses a number of issues related to the various dimensions of the use of information and communication technologies (ICT) in management, and their economic and psycho-pedagogical uses. It answers several important questions concerning this research area, and its interdisciplinary approach serves to answer a number of key questions in this field. It offers a contribution to the wider social and scientific discussion on the theoretical and practical use of ICT, in management, econ ...

## THE STRATEGY AND TACTICS OF PRICING

## INTERNATIONAL STUDENT EDITION

## MONETIZING DATA

## A PRACTICAL ROADMAP FOR FRAMING, PRICING & SELLING YOUR B2B DIGITAL OFFERS

**Ulaga & Associés** The Digital revolution promises trillions of dollars in created value by 2030. Consultants and researchers are projecting massive and disruptive disruption in entire industrial sectors. As a results, PwC reports in their DigitalIQ report that 73% of executives say that they are investing in internet of things (IoT) and 54% in artificial intelligence. So we are experiencing a deluge of digital investments, programs, and large-scale transformations. Despite this tsunami of activities, many IoT Initiatives stall in the Proof of Concept phase and few are already considered a success. Recently, Siemens revealed that less than a fifth (18%) of surveyed companies analyze more than 60% of production data they collect. In a similar vein, Simon-Kucher & Partners (SKP) reports that 3 out of 4 firms that invested in digitalization in the past 3 years fail in their efforts due to the lack of monetization strategies, the focus on the wrong priorities, the lack of customer intimacy, and the neglect of digital pricing best practices. In fact, only 18% of these firms are true digital heroes. Despite the high level of interest and investments, the reality is that most companies are just getting started. The digital champions are not yet reaping the fruit of their investments. Most companies tend to struggle with the process of designing digital business models, with the development of truly differentiated offers, and with the monetization and pricing of their data-based offers. This book focuses on the topics of data monetization and of the value-based pricing of data-driven offers. The authors introduces a newly-developed practical data monetization roadmap that can be used by digital project teams, incubators, and digital factories to better frame their offers and to apply the principles of value-based pricing. They present options in digital pricing models and practical guidelines on how to deploy them. Readers will learn: The various monetization and value creation models for data-enabled offers The 8 steps of the data monetization framework The best practices in designing differentiated data-enabled offers The value-based pricing of data and options in digital pricing models Business model implications of switching from ownership to consumption model

## BUILDING CUSTOMER-BRAND RELATIONSHIPS

**Routledge** Almost every advertising, promotion, or marketing communications textbook is based on an inside-out approach, focusing on what the marketer wants to communicate to customers and prospects. This text takes a different view - that the marketer and the customer build the ongoing brand value together. Rather than the marketer trying to 'sell', the role of the marketer is to help customer buy. To do that, a customer view is vital and customer insight is essential. Customer insights allow the marketer to understand which audiences are important for a product, what delivery forms are appropriate, and what type of content is beneficial. "Building Customer-Brand Relationships" is themed around the four key elements marketing communicators use in developing programs - audiences, brands, delivery, and content - but provides an innovative approach to marketing communications in the 'push-pull' marketplace that combines traditional outbound communications (advertising, sales promotion, direct marketing, and PR) with the inbound or 'pull' media of Internet, mobile communications, social networks, and more. Its 'customer-centric' media planning approach covers media decision before dealing with creative development, and emphasizes measurement and accountability. The text's concepts have been used successfully around the world, and can be adapted and adjusted to any type of product or service.

## PRICING ON PURPOSE

## CREATING AND CAPTURING VALUE

**John Wiley & Sons** Pricing on Purpose explores the importance of pricing, one of the four Ps (product, promotion, place, and price) of marketing, that is largely ignored in business literature. Pricing is the opportunity for a business to capture the value of what it provides to the customer, and deserves as much attention as promotion, product and place in the marketing strategy of any business. This book calls attention to the market share fallacy, explains the difference between cost-plus pricing and value pricing, and provides best-practice pricing examples. It presents the theory of value—long established in the economics profession—and how any business can use various pricing strategies to communicate and capture the value of their products and services.

## FUNCTIONAL THINKING FOR VALUE CREATION

## PROCEEDINGS OF THE 3RD CIRP INTERNATIONAL CONFERENCE ON INDUSTRIAL PRODUCT SERVICE SYSTEMS, TECHNISCHE UNIVERSITÄT BRAUNSCHWEIG, BRAUNSCHWEIG, GERMANY, MAY 5TH - 6TH, 2011

**Springer Science & Business Media** After the IPS2 conferences in Cranfield and Linköping in 2009 and 2010 the 3rd CIRP International Conference on Industrial Product Service Systems (IPS2) 2011 takes place in Braunschweig, Germany. IPS2 itself is defined as "an integrated industrial product and service offering that delivers value in use". The customers expect comprehensive solutions, which are adapted to their individual needs. IPS2 offers the possibility to stand out from competition and for long-term customer loyalty. Particularly in times of economic crisis it becomes apparent which producing companies understand to satisfy the needs and requirements of their customers. Especially in this relatively new domain IPS2 it will be important to keep track of the whole context and to seek cooperation with other research fields and disciplines. The 3rd CIRP International Conference on Industrial Product Service Systems (IPS2) 2011 serves as a platform for such collaborations and the discussion of new scientific ideas.

## STRATEGIC MARKETING IN THE GLOBAL FOREST INDUSTRIES

## THE SIM GUIDE TO ENTERPRISE ARCHITECTURE

**CRC Press** Enterprise architecture is leading IT's way to the executive boardroom, as CIOs are now taking their place at the management table. Organizations investing their time, money, and talent in enterprise architecture (EA) have realized significant process improvement and competitive advantage. However, as these organizations discovered, it is one thing to acquire a game-changing technology but quite another to discover ways to use it well. A project of the Society for Information Management's Enterprise Architecture Working Group and edited by Leon A. Kappelman, The SIM Guide to Enterprise Architecture provides insights from leading authorities on EA, including John Zachman, Larry DeBoever, George Paras, Jeanne Ross, and Randy Hite. The book supplies a solid understanding of key concepts for effectively leveraging EA to redesign business processes, integrate services, and become an Information Age enterprise. Beginning with a look at current theory and frameworks, the book discusses the practical application of enterprise architecture and includes a wealth of best practices, resources, and references. It contains the SIM survey of IT organizations' EA activities, which provides important metrics for evaluating progress and success. Successful businesses exploit synergy among business functions and push the boundaries of process design. IT's cross-functional position uniquely qualifies it to lead process innovation. EA lets CIOs integrate technology with business vision and is the roadmap for implementing new systems, changing behavior, and driving value. This book explores the vision, foundation, and enabling technology required to successfully transform organizations with enterprise architecture.

## THE SERVICE-DOMINANT LOGIC OF MARKETING

## DIALOG, DEBATE, AND DIRECTIONS

**Routledge** Expanding on the editors' award-winning article "Evolving to a New Dominant Logic for Marketing," this book presents a challenging new paradigm for the marketing discipline. This new paradigm is service-oriented, customer-oriented, relationship-focused, and knowledge-based, and places marketing, once viewed as a support function, central to overall business strategy. Service-dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision, rather than the exchange of goods, as the proper subject of marketing. It moves the orientation of marketing from a "market to" philosophy where customers are promoted to, targeted, and captured, to a "market with" philosophy where the customer and supply chain partners are collaborators in the entire marketing process. The editors elaborate on this model through an historical analysis, clarification, and extension of service-dominant logic, and distinguished

marketing thinkers then provide further insight and commentary. The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice.

## REPUTATION MANAGEMENT

## THE KEY TO SUCCESSFUL PUBLIC RELATIONS AND CORPORATE COMMUNICATION

**Routledge** Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition is updated throughout, including: new social media management techniques for the evolving age of digital media, and perspectives on reputation management in an era of globalization. The book is embroidered by ethics, and organized by corporate communication units, such as media relations, issues management, crisis communication, organizational communication, government relations, and investor relations. Each chapter is fleshed out with the real-world experiences cited by the authors and contributions from 36 leaders in the field, including The Arthur W. Page Society, the International Communications Consultancy Organization, the PR Council, CVS Health, Edelman and Ketchum. This was the first book on reputation management and, now in its fourth edition, remains a must-have reference for students taking classes in public relations management, corporate communication, communication management, and business. CEOs, business leaders, and professionals working in these areas find it a reliable resource for measuring, monitoring and managing reputation.

## COMMUNICATION AND LANGUAGE ANALYSIS IN THE PUBLIC SPHERE

**IGI Global** Although, language is certainly individualized, most people conform to linguistic norms because of their surroundings. Over time, particular words and phrases are popularized by the media, social trends, or world events; and with emergence of internet technologies, the communication between all types of people is much easier. Communication and Language Analysis in the Public Sphere explores the influence of the World Wide Web on the relationships between ordinary citizens and the ability to communicate with politicians, celebrities, and the media. As some words may gain popularity worldwide, and others may begin to define a specific discipline. This book is essential for linguistics researchers, scholars, and professionals interested in determining these patterns and how they affect groups and individuals.

## HIGH PERFORMANCE COMPUTING AND COMMUNICATIONS

## THIRD INTERNATIONAL CONFERENCE, HPCC 2007, HOUSTON, USA, SEPTEMBER 26-28, 2007, PROCEEDINGS

**Springer Science & Business Media** This book constitutes the refereed proceedings of the Third International Conference on High Performance Computing and Communications, HPCC 2007, held in Houston, USA, September 26-28, 2007. The 75 revised full papers presented were carefully reviewed and selected from 272 submissions. The papers address all current issues of parallel and distributed systems and high performance computing and communication as there are: networking protocols, routing, and algorithms, languages and compilers for HPC, parallel and distributed architectures and algorithms, embedded systems, wireless, mobile and pervasive computing, Web services and internet computing, peer-to-peer computing, grid and cluster computing, reliability, fault-tolerance, and security, performance evaluation and measurement, tools and environments for software development, distributed systems and applications, database applications and data mining, biological/molecular computing, collaborative and cooperative environments, and programming interfaces for parallel systems.

## MOBILE ELECTRONIC COMMERCE

## FOUNDATIONS, DEVELOPMENT, AND APPLICATIONS

**CRC Press** Mobile commerce transactions continue to soar, driven largely by the ever-increasing adoption and use of smartphones and tablets. The use of this technology gives consumers the flexibility to shop whenever and wherever they want. Mobile Electronic Commerce: Foundations, Development, and Applications addresses the role of industry, academia, scientists, engineers, professionals, and students in developing innovative new mobile commerce technologies and systems to further improve the consumer experience. It also discusses the impact of mobile commerce on society, economics, culture, organizations, government, industry, and our daily lives. This book brings together experts from multiple disciplines in industry and academia to stimulate new thinking in the development and application of mobile commerce technology. The book covers important mobile commerce topics, such as critical infrastructure management, mobile security issues, new applications and services, emerging development architectures, mobile business solutions, and future research opportunities. In addition to its multidisciplinary approach, the book also provides a cross-cultural approach intended to overcome cultural barriers and accelerate mobile commerce advancement in the global economy. Authors and researchers from around the world discuss a broad spectrum of methods, tools, and guidelines for designing mobile commerce systems and services in different cultures.

## THINK LIKE A MARKETER

## HOW A SHIFT IN MINDSET CAN CHANGE EVERYTHING FOR YOUR BUSINESS

**Silver Tree Publishing** The Secret to Taking Your Business from Mediocre to Meaningfully Different? Thinking like a marketer. It's also the secret to moving your organization from status quo to success story, and from busy to profitable. In an easy-to-read, practical new guidebook, acclaimed marketing expert Kate Colbert offers fresh insights into the actions and attitudes that can accelerate your business success, sharpen your daily work, and balance your efforts to create value for customers while capturing value for the bottom line. For non-marketers and marketers alike, truly thinking like a marketer requires the right framework, and this book is everything you need to make the mindset shift that can change everything for your business. "An MBA in a book? That's exactly what I consider this to be! ... Trust me -- this book can help you to grow your business!" -- Lois Creamer, Author of Book More Business: Make Money Speaking It doesn't matter whether you're a management consultant or the owner of a diner that serves the best biscuits and gravy in town, the ability to think like a marketer will give you a competitive edge. Business owners and leaders are invariably stuck in the frenzied current moment -- chasing the next piece of revenue, getting through the next project, putting out the next proverbial fire, or surviving the next people-problem that's bound to come up. Think Like a Marketer offers a fresh new approach to a more powerful and lasting way to do business that involves a sometimes-subtle but always-impactful shift in mindset. It's time to think like a marketer. Thinking like a marketer requires that you: 1.Communicate for connection and meaning, not just to transact sales 2.Live and die by your customer insights 3.Market in a way that's strategy-religious and tactic-agnostic 4.Create cultures and processes that align with your brand 5.Do everything in service of maintaining a virtuous cycle of creating value for the customer while capturing value for you. The 5 Think Like a Marketer Principles are the framework for Colbert's valuable insights and practical tips about: •Brand storytelling •Sampling strategies •Smart monetization •Testing new marketing tactics •Conducting critical market research •The perils of do-it-yourself marketing •Building and maintaining lists and pipelines •Innovating product and service deliverables •Being known, being seen and networking in new ways •Delivering customer service, even when the going gets tough •Innovations in distribution and packaging •Creating meaningful connections with your customers Read this book if you are a: •Business owner without a background in marketing •Business professional in a small- to mid-sized company or a Fortune 1000 company •Professional speaker, blogger or thought leader •Non-profit professional •Marketer Thinking like a marketer allows decision-makers -- at every level, in any kind of organization and with backgrounds in any area of functional expertise -- to accomplish more while spending less time and money. A marketing mindset can be the key to sustained profitable growth and meaningful connections with loyal customers. Far from a simple "Marketing 101" for non-marketers, this book is a topical smorgasbord designed to feed the curiosities and satisfy the business needs that all business professionals (including marketers) ultimately crave.

## DIGITAL AND SOCIAL MEDIA MARKETING

## EMERGING APPLICATIONS AND THEORETICAL DEVELOPMENT

**Springer Nature** This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

## VALUE CREATION IN MANAGEMENT ACCOUNTING

## USING INFORMATION TO CAPTURE CUSTOMER VALUE

**Business Expert Press** Value creation is at the heart of an economic enterprise, defining its capability to serve customers and generate profits and growth. This fact has led to an ever-increasing set of tools and techniques that start with customers, focusing on serving their preferences from the very inception of a product until its disposal. And this data is required to implement a value creation approach that has its roots in the Management Accounting System (MAS). The resulting model is called the Value-based Cost Management System (VCMS). If you or any manager want to take the lessons you learned in product development, process management, and marketing, this book will help you extend this knowledge to your MAS. This book makes this transformation both logical and easy to implement, with a focus on the new types of information that can be garnered when the MAS is modified to fit the value creation approach. The authors of the book will provide, upon request, a simplified automated data collection template that will ease the implementation process.

## VALUE-OLOGY

## ALIGNING SALES AND MARKETING TO SHAPE AND DELIVER PROFITABLE CUSTOMER VALUE PROPOSITIONS

**Springer** This book offers both marketing and sales professionals a rare combined insight into both worlds to continuously capture customer intelligence and create value, by blending detailed research with academic rigor and commercial experience of the authors in both Europe and North America. It has never been easier to produce great marketing content and sales collateral. And yet, 90% of the content that marketing produces is NEVER used by sales. Why not? Because it's not relevant to the audience or the prospect doesn't even know the content exists. Furthermore 58% of deals end up in "no decision" because Sales has not presented value effectively. Companies are creating lots of noise but failing to resonate with the customers. So what? The danger, aside from marketing wasting tens of millions of dollars on ineffective content and tools, is that customers will disengage. 94% of prospects say they have completely disengaged with vendors because of irrelevant content. In order to grow

fast, the authors argue, Sales and Marketing teams need to slow down. They need to work together to truly understand their customers' needs, wants, motivations and pain points so that they can offer customized "value". The book sets out how to establish a formal program to continuously capture customer intelligence and insights – the shiny gems of understanding that help prospects to connect the dots – so that value can be consistently articulated in marketing and sales conversations. By integrating the best ideas and practice from commercial experience and academic research the authors show how to create value across the entire marketing and sales value chain – not only get a new customer, but to continue to create value for future purchases by creating "post-sales" value.

## BUSINESS MODELS AND FIRM INTERNATIONALISATION

**Routledge** Internationalisation has been a binding request for firms dealing with the challenges of the present-day realities. Extant international business publications have recently begun to point out the relationship between the notions of 'business model' and 'internationalisation', yet the filed needs considerably more attention. The core aim of this book is to provide a comprehensive analysis of the ways in which business models and internationalisation impact one another in the process of initiating and expanding international business activities. The analysis makes it feasible to detect the core issues of the interdependences between business models and internationalisation to facilitate management decision-making and implementation of pertinent firm internationalisation incorporating the application of appropriate business models. In this book, the business model is applied to explore the specifics and aspects of firm internationalisation processes. Innovating the business model is analysed as a persuasive means for augmenting the propensities of firms to internationalise. The book enriches the comprehension of the significance of business model innovation as an enabler of firm internationalisation, in view that scares in what manners business model innovation facilitate firm internationalisation. The book chapters address a broad range of issues encompassing: the general roles of business model in firm internationalisation, the relationships between digital business models and platforms on one side and firm internationalisation on another, how business models determine the internationalisation of services firms, the interplay between business models and firm internationalisation in specific contexts. It will, therefore, be of interest to researchers, academics and advanced students in the fields of international business and management.

## INNOVATIVE LOGISTICS SERVICES AND SUSTAINABLE LIFESTYLES

## INTERDEPENDENCIES, TRANSFORMATION STRATEGIES AND DECISION MAKING

**Springer** This edited volume aims to describe the transformation of supply chain management (SCM) and logistics services by merging sustainable logistics, SCM, sustainable consumption and lifestyle research. This assessment of the transformation potential serves the development of sustainable business models and optimized decision-making systems for achieving sustainable economic value creation within a green economy. In 5 sections, the volume takes a unique transdisciplinary approach to assess sustainable business practices within SCM and the logistics sector, and to understand the interactions between logistics services and consumer lifestyles while creating transparency within the decision making process. This book will be of particular interest to academics, policymakers, planners, and politicians. Section 1 introduces readers to the importance of blended research and innovation between sustainable SCM and consumer lifestyles for transformation towards a green economy. Section 2 addresses the question of how trends and developments in consumption behavior and lifestyles influence the development of sustainable logistics. Section 3 discusses the transformation potential towards sustainable logistics using the food sector as an example. Section 4 focuses on strategic decision making in SCM, and how long-term improvements of sustainability performance can be achieved. Section 5 concludes with policy recommendations as well as research and innovation perspectives for future sustainable development with SCM and logistics.

## ALGERIAN ISLAMIC BANKS

## THE ROLE OF RELATIONSHIPS MARKETING TACTICS AND CUSTOMER LOYALTY

**Partridge Publishing Singapore** Due to the fierce competitive environment in the banking industry, several service providers implement marketing tactics to compete in order to achieve customer loyalty. Particularly, Islamic banks around the world are struggled to compete against conventional in terms of marketing activities development and gaining customer loyalty. Relationship marketing tactics such as price, service quality, communication, customization and reputation considered as the tools that marketers can use to enhance trust and commitment and subsequently customer loyalty. This study investigates the impact of relationship marketing tactics, trust and commitment on customer loyalty in Algerian Islamic banks. Data were collected through self-administered questionnaires delivered to 308 customers of two leading Islamic banks in Algeria. Data were analyzed using Structural Equation Modeling through Smart PLS. The results found that only communication and customization are related to trust, and reputation positively related to commitment. Communication and service quality significantly predicted customer loyalty. In addition, the results provided a substantial support that trust and commitment acts partially as the mediators on the relationship between relationship marketing tactics and customer loyalty. Findings also have contributed to new knowledge of evaluating a model of relationship marketing tactics with the role of trust and commitment on loyalty. Finally, it would be useful to examine more variables; future research can include different tactics such as reciprocity, tangible rewards, direct contact, value proposition, and customer satisfaction as well.

## REVISITING VALUE CO-CREATION AND CO-DESTRUCTION IN TOURISM

**Routledge** This book assists the better understanding of value co-creation and co-destruction in tourism development by bringing together different perspectives and disciplines. It provides some examples of how value can be co-created or co-destroyed within the context of tourism. Tourism is susceptible to uncertainty and incidents that can directly impact the supply and demand of its discretionary products and services. Consensus has been reached among practitioners and academics that consumer experience is more important than ever for enterprises as well as destinations, as the sector has become globalized, reached maturity and become highly competitive. Still, the pathway to success (or failure) lies within the overall satisfaction of visitors and tourists, which heavily depends on perceived value; a concept that can be co-created or co-destroyed by the very interaction between all social actors and stakeholders involved. Value creation or destruction is critical not just for traditional supply and demand, but also for an array of actors across value and distribution chains (including, for example, staff and intermediaries across the networks). The book will be of great value to scholars, students and policymakers interested in tourism studies and practices and service management, as well as professionals in the field of tourism management. The chapters were originally published as a special issue of the journal, Tourism Planning & Development.

## PROCEEDINGS OF INTERNATIONAL CONFERENCE ON INTERNET COMPUTING AND INFORMATION COMMUNICATIONS

## ICICIC GLOBAL 2012

**Springer Science & Business Media** The book presents high quality research papers presented by experts in the International Conference on Internet Computing and Information Communications 2012, organized by ICICIC Global organizing committee (on behalf of The CARD Atlanta, Georgia, CREATE Conferences Inc). The objective of this book is to present the latest work done in the field of Internet computing by researchers and industrial professionals across the globe. A step to reduce the research divide between developed and under developed countries.

## HANDBOOK OF TECHNICAL COMMUNICATION

**Walter de Gruyter** The Handbook of Technical Communication brings together a variety of topics which range from the role of technical media in human communication to the linguistic, multimodal enhancement of present-day technologies. It covers the area of computer-mediated text, voice and multimedia communication as well as of technical documentation. In doing so, the handbook takes professional and private communication into account. Special emphasis is put on technical communication by means of web 2.0 technologies and its standardization in system development. In summary, the handbook deals with theoretical issues of technical communication and its practical impact on the development and usage of text and speech technologies.

## CRAFTING CUSTOMER EXPERIENCE STRATEGY

## LESSONS FROM ASIA

**Emerald Group Publishing** Crafting Customer Experience Strategy: Lessons from Asia looks at how Customer Experience Management can be vital in providing a competitive advantage for businesses. This is essential reading for marketing scholars and practitioners looking for insights into improving their customers' experiences.

## CONTEMPORARY BUSINESS

**John Wiley & Sons** In the newly revised 19th Edition of Contemporary Business, a distinguished team of business experts delivers an accessible and intuitive introduction to central concepts in business and management. Designed to engage with and cultivate interest in the world of business, the book explores topics as varied as entrepreneurship, promotion and pricing strategies, the role of technology in modern business, and customer-driven marketing.

## MARKETING

## AN INTRODUCTION

**Prentice Hall** This best-selling, brief introduction to marketing teaches students marketing using a customer value framework. The ninth edition includes new and expanded material on Integrated Marketing Communication, social networks, measuring and managing return on marketing, creating customer value, building and managing customer relationships, marketing accountability and return on investments, and direct and online marketing. For marketing professionals who believe customer value is the driving force behind every marketing strategy.

## WINNING WITH CUSTOMERS

## A PLAYBOOK FOR B2B

**John Wiley & Sons** 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 and win big. Winning with Customers offers a step-by-step playbook to help companies develop this capability for themselves, act on it, build a culture around it and sustain it over time. The playbook includes case studies, interviews, and tools from leading B2B companies who have demonstrated success. Written by recognized business thought leaders and practitioners, this book will

guide you to profitable growth. The book also serves as a launch point into a community of like-minded executives that includes a companion website which offers exercises, access to thought leaders, and other tools help you win with customers.

## CONCEPTUALIZING AND CAPTURING DIGITAL TRANSFORMATION'S CUSTOMER VALUE – A LOGISTICS AND SUPPLY CHAIN MANAGEMENT PERSPECTIVE

**Universitätsverlag der TU Berlin** This thesis aims to add knowledge that contributes to answering the question of how digital transformation technologies can contribute to increasing customer value in logistics and supply chain management (L&SCM), and how manufacturing companies can mindfully use them. The output of the thesis is an architectural framework that proposes performance components, approaches and methodologies that can help in capturing this customer value. To build the basis for such a framework, this research first deduces and presents the underlying definition of digital transformation and describes its potential for, as well as current barriers for its application in, L&SCM. The study uses a systematic literature review to identify nine underlying digital transformation technology bundles. These are: auto-identification technologies; information and communication technologies; the cloud; cyber physical systems; analytics; distributed ledger; automation technologies; augmented and virtual reality; and additive manufacturing. These technologies served as inputs for a nominal group technique workshop aiming to conceptualize the dimensions of customer value based on the technologies. The derived dimensions are information disclosure, time, product/production, service/assistance, quality, choice options, and planning. Based on these findings, this thesis presents an impact assessment for customer-based L&SCM performance. The three-plus-one customer value propositions are availability, servitization, co-creation, and cognition as enhancement. Expert interviews provide the data for the architectural framework for capturing customer value based on digital transformation technologies in L&SCM. The six dimensions covered are the customer value proposition; the value portfolio; scope of collaboration; human resource management and organization; performance management; as well as the (re-)adjusting value assessment. The main scientific contribution lies in conceptualizing the customer value for L&SCM based on digital transformation technologies whereas the architectural framework constitutes the main practical contributions. Ziel dieser Arbeit ist es, die Frage zu beantworten, wie digitale Transformationstechnologien dazu beitragen und bewusst eingesetzt werden können, um den Kundennutzen in Logistik und Supply Chain Management (L&SCM) von produzierenden Unternehmen zu erhöhen. Das Ergebnis ist ein architektonischer Rahmen, der Leistungskomponenten, Ansätze und Methoden vorschlägt, wie dieser Kundenmehrwert erfasst und umgesetzt werden kann. Um die Grundlage für das Framework zu schaffen, leitet diese Arbeit zunächst die zugrunde liegende Definition für digitale Transformation ab und beschreibt deren Potentiale sowie die aktuellen Barrieren für L&SCM. Die relevanten neun digitalen Transformationstechnologiebündel werden auf Basis einer systematischen Literaturanalyse identifiziert. Es handelt sich um Technologien zur automatischen Identifizierung, Informations- und Kommunikationstechnologien, Cloud, cyberphysikalische Systeme, Analytics, Distributed Ledger, Automatisierungstechnologien, Augmented und Virtual Reality sowie Additive Fertigung. Diese Technologien dienen als Input für einen Nominal Group Technique-Workshop, der darauf abzielt, die Dimensionen des Kundennutzens auf der Grundlage dieser Technologien zu konzeptualisieren. Die abgeleiteten Dimensionen sind Informationsverfügbarkeit, Zeit, Produkt/Produktion, Service und Assistenzsysteme, Qualität, Auswahlmöglichkeiten und Planung. Auf der Grundlage dieser Ergebnisse wird ein Einflussmodell für kundenorientierte L&SCM Leistungen vorgestellt. Die drei plus eins Kundenwertversprechen sind Verfügbarkeit, Service, Ko-Kreation und Kognition als Zusatzkomponente bzw. Erweiterung. Experteninterviews dienen als Datenbasis für das architektonische Framework zur Erfassung des Kundennutzens auf der Grundlage digitaler Transformationstechnologien in L&SCM. Die sechs abgedeckten Dimensionen sind das Kundenwertversprechen, das Wertportfolio, Kollaboration, Personalmanagement und Organisation, Leistungsmanagement sowie die Erfassung und Bewertung des Kundenwertes. Der wichtigste wissenschaftliche Beitrag liegt in der Konzeption des Kundennutzens für L&SCM auf der Grundlage digitaler Transformationstechnologien, während der wichtigste praktische Beitrag in dem architektonischen Framework zu sehen ist.

## MARKETING

## AN INTRODUCTION

**Prentice Hall** How do we get you moving? By placing you–the customer–in the driver's seat. Marketing introduces the leading marketing thinking on how customer value is the driving force behind every marketing strategy. Fasten your seatbelt. Your learning journey starts here! www.prenhall.com/kotler

## FEDERAL COMMUNICATIONS COMMISSION REPORTS

## DECISIONS, REPORTS, AND ORDERS OF THE FEDERAL COMMUNICATIONS COMMISSION OF THE UNITED STATES

## INTEGRATING HEALTHCARE WITH INFORMATION AND COMMUNICATIONS TECHNOLOGY

**CRC Press** This book sets out to answer the key question of how healthcare providers can move from a fragmented to an integrated provision, including how ICT be used to develop a market approach - variety and choice of service providers for patients - against a background of institutionalised and ingrained practices. A team of academic and practitioner experts with many years' healthcare and research experience considers the broad issues of transforming healthcare using ICTs, electronic health records (EHRs), and approaches taken internationally to the healthcare integration challenge. The book will be essential reading for those involved in ICTs at a strategic or managerial level, and for contractors and developers implementing solutions on their behalf. The book will also be of interest for all those concerned with integrating healthcare and ICT at every level throughout the world.