

By Peter Fader Customer Centricity Focus On The Right Customers For Strategic Advantage

Wharton Executive Essentials 2nd Edition 4151

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financial literacy for leaders a solid understanding of finance and accounting is critical in every aspect of business in order to gauge business performance make investment decisions or devise effective strategies managers must be able to access and use the information contained in financial statements and work with the concepts that underlie them financial literacy is an absolute requirement for the successful manager in direct and simple terms richard a lambert miller sherrerd professor of accounting at the wharton school of the university of pennsylvania demystifies financial statements and concepts and shows you how you can apply this information to make better business decisions for long term profit in wharton executive education finance accounting essentials you will learn to use and interpret financial data including income statements and balance sheets strengthen your knowledge of financial reporting concepts discover how to identify and estimate the

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wharton professor george s day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate in this essential guide day reveals how to build this prowess by combining discipline in growth seeking activities with an organizational ability to innovate

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available for the first time three books in one the customer centricity ebook collection is a must have for any business leader looking to understand and implement customer centric strategies this collection includes three essential books by renowned experts peter fader bruce hardie michael ross and sarah toms all of whom are leaders in the field of customer centricity the collection includes three books in a single volume customer centricity by peter fader the customer centricity playbook by peter fader and sarah toms the customer base audit by peter fader bruce hardie and michael ross the customer centricity ebook collection offers a comprehensive guide to understanding implementing and measuring the impact of customer centric strategies

will control your brand relationship there s only way to win help them do it the opt out effect shows you how marketing thought leader gerald smith brings together new research data powerful strategies and indispensable tools for implementing customer centric brand management that supports today s customers and earns their loyalty you ll master new digital brand management best practices hands on via realistic exercises and well tested worksheets and templates you can use in your own environment nicholson and smith ground their recommendations in evidence unveiling important new research from pitney bowes and kitewheel that illuminates the viewpoints of nearly 1 000 marketers and 1 000 consumers across several leading industries learn how to quantify what opt out is costing your business in dollars and cents control opt out by empowering customers with opt up opt down and opt in user preferences reframe brand strategy as customer centric building on radically new assumptions languages and beliefs about marketing use customer analytics to listen to sense and engage customers in the moment apply customer centric concepts such as opt out monetization customer driven brand loyalty customer driven lifetime value and customer driven brand equity profitably empower customers to control their messaging media channels offerings and more integrate your key customer relationship measures in a complete e driven customer managed marketing framework that helps you clarify your goals priorities and performance

a framework for achieving superior rates of organic growth achieving superior growth through innovation is a top strategic priority for all companies yet most management teams struggle to reach their firm s ambitious growth targets and suffer slow growth what distinguishes these growth laggards from growth leaders like ibm nike lego american express amazon and samsung that realize their full potential for growth wharton professor george s day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate in this essential guide day reveals how to build this prowess by combining discipline in growth seeking

activities with an organizational ability to innovate day shows managers how to set a growth strategy that is realistic while still stretching the organization search for the best growth opportunities along the full spectrum of 14 growth pathways aim their growth seeking activities toward the creation of new customer value learn to profit from the uncertainty of innovation by successfully assessing and containing risk build the organizational muscle to implement an ambitious growth strategy and move faster from ideas to impact with the strategies processes and methods discussed in innovation prowess leaders can build a tested and comprehensive strategy for driving organic growth year after year the wharton executive essentials series the wharton executive essentials series from wharton digital press brings the ideas of the wharton school s thought leaders to you wherever you are inspired by wharton s executive education program each book is authored by globally renowned faculty and offers a quick reading penetrating and comprehensive summary of the knowledge leaders need to excel in today s competitive business environment and capture tomorrow s opportunities

the language of business in order to understand how your business is performing right now and to evaluate assess and devise new strategies to boost future performance you need information financial statements are a critical source of the information you need in direct and simple terms richard a lambert miller sherrerd professor of accounting at the wharton school of the university of pennsylvania demystifies financial statements and concepts and shows you how you can apply this information to make better business decisions for long term profit you will learn to use and interpret financial data find out what we can learn from pepsi krispy kreme general motors and other companies learn how to evaluate investment strategies and apply your financial know how to develop a coherent business strategy

the branding bible for today s globalized world today brands have become even more important than the products they represent their stories travel with lightning speed through social media and the internet and across countries and diverse cultures a brand must be elastic enough to allow for reasonable category and product line extensions flexible enough to change with dynamic market conditions consistent enough so that consumers who travel physically or virtually won t be confused and focused enough to provide clear differentiation from the competition strong brands are more than globally recognizable they are critical assets that can make a significant contribution to your company s bottom line in global brand power kahn brings brand management into the 21st century addressing how branding contributes to the purchase process and how to position a strong global brand from identifying the appropriate competitive set offering a sustainable differential advantage and targeting the right strategic segment this essential guide also covers how customer ownership of your brand affects marketing strategy methods for assessing brand value how to manage a brand for long term profitability effective brand communications and repositioning strategies and how to manage a brand in a world of total transparency where one slip up can go around the world via social media instantaneously filled with stories about how coca cola the estée lauder companies inc marriott apple starbucks campbell soup company southwest airlines and celebrities like lady gaga are leveraging their brands global brand power is the only book you will need to implement an effective brand strategy for your firm

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