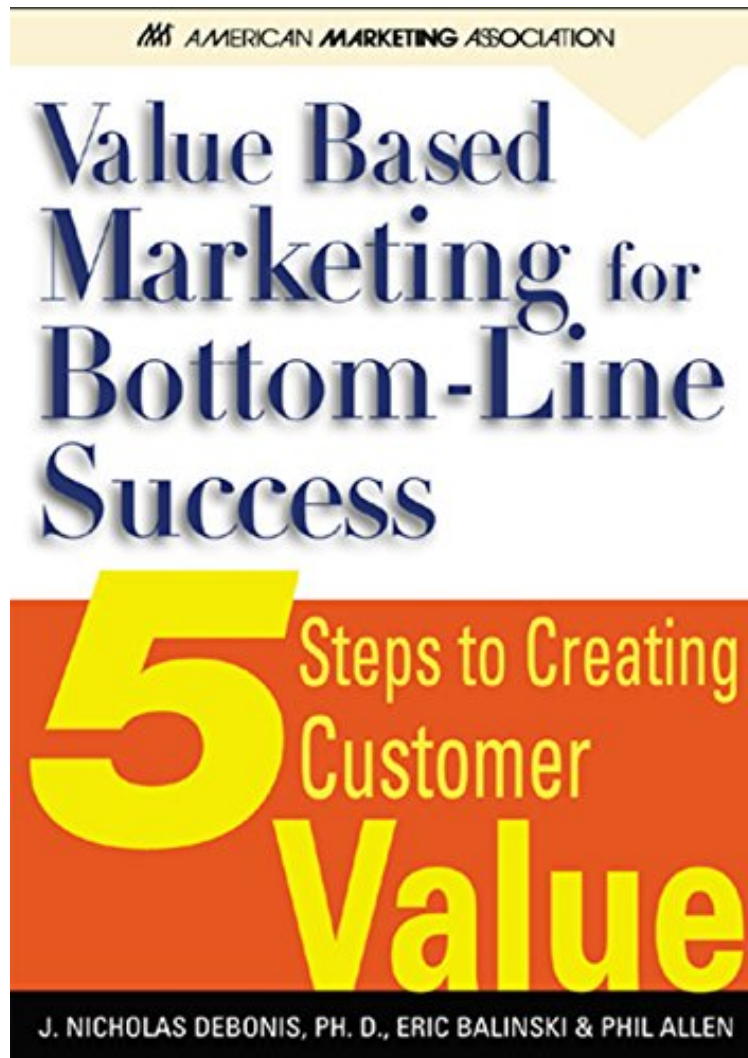


## Value-Based Marketing for Bottom-Line success

*J. Nicholas DeBonis, Eric Balinski, Phil Allen*  
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**J. Nicholas DeBonis, Eric Balinski, Phil Allen : Value-Based Marketing for Bottom-Line success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Value-Based Marketing for Bottom-Line success:

1 of 1 people found the following review helpful. Ye Liang's Book ReviewBy Phoenix Liang"Value-Based Marketing for Bottom-Line success: 5 Steps to Creating Customer Value" is such a amazing and meaningful book the writer ever read. This book systematically describe value-based five steps and integrate some real examples to show the readers a vivid teaching. The purpose of the book not only represent how to build an entire process of customer value, but also recommend combine theoretical and practical together to analyze the current marketing trend. The writer believes that a successful organization must clearly understand how to meet customers' needs and wants.Ye Liang4 of 4 people

found the following review helpful. Not Just marketing Common SenseBy MarkIt's amazing how simple of a concept these 5 steps are. They are even outlined on the book's inside jacket. What is more amazing is that most companies or organizations don't bother following them. However if a company focuses on providing real value to their customers and not just products, this book can help. Even non-for-profits or governmental agencies can re-focus their efforts to better serve their 'customers' by applying these methods. The concepts stay the same.9 of 9 people found the following review helpful. A First in Down-to-Earth MarketingBy A CustomerThis book is a first in practical, down-to-earth marketing, driven from the customer perspective. Portraying a very logical and simple five-step model, supported by cases where the model has been followed successfully.Each chapter also has a checklist and a set of key insights, making it easy to scan and lift the essentialsA MUST for all marketers.

To be successful in today's marketplace, a company must integrate its traditional business functions to provide superior value to targeted customers. This means creating an offering that echoes in the customer's consciousness as a great deal for them. Why? Because the value provided serves customer's best interests. In so doing, a business succeeds, attracts new customers, and is able to continually improve the value offered to existing customers. Value Based Marketing for Bottom Line Success provides a 5-step model and critical tools necessary for creating and managing a successful Value Delivery marketing strategy. Customers buy value, not product or features. They buy from the company that provides the most value. And they buy what's in their best interest. Consequently, the secret to customer retention and growing value relationships with customers is to always make it in their best interest to do business with you by providing the best value in the marketplace. Value Based Marketing for Bottom Line Success: 5 Steps to Creating Competitive Value offers a Value Creation and Delivery process which will help a company to compete profitably in its marketplace by: 1) identifying the value expectations of target customers; 2) selecting the values on which it wants to compete; 3) analyzing the ability within the organization to deliver that value; 4) communicating the value selling the value message; 5) delivering the value promised improving the company's value model. A value-focused strategy, by definition, isn't a mass marketing strategy; it's a targeted laser strategy directed at chosen value segments that are profitable for the supplier. This text offers a customer value creation model, which shows how to create and sustain competitive advantage while delivering customer value and offers a method for quantifying customer lifetime value (CLV), which enables a company to identify which customer value segments it should target.

From the Back Cover"Any marketing book capable of generating real discomfort and inspiration in equal quantities (like this one does) has to be a 'must read'. A 'hands-on,' practical guide to help you improve your business and delight your customers."shy;shy;--Paul J. Snaith, Vice President Marketing, Shell Gas (LPG) "(Its) practical approach separates it from the plethora of theoretical marketing books. The treasure this book gives us is the template for building our own practical, proven marketing road map."shy;shy;--David L. Hilton, Director New Business Acquisition, Lockheed Martin Corporation, Systems Integration ". . . a wake-up call not for just marketing executives but for all members of leadership in an organization who need to understand and deliver on the simple axiomshy;shy;the company that creates the highest customer value and best customer experience wins . . . a "must read" framework for discovering and delivering on a unique and distinguishing value position in the market." -- shy;shy;Jack Calhoun, CEO Accelare Value-Based Marketing for Bottom-Line Success provides you with a targeted, five-step model for identifying the value expectations of your target customers, delivering that value, and then obtaining the feedback necessary to consistently measure and improve upon that value. This fresh approach to the time-proven principles and practices of value satisfaction and delivery will show you how to: Provide consistent and real value to each of your customers Make your value package superior to that of your competitors Maintain profitability while continuing to offer top customer value Tomorrow's industry leaders must start now to align their people, processes, and capital with the value expectations of their customers. Use the five-step model in Value-Based Marketing for Bottom-Line Success to determine what those expectations areshy;shy; and both meet and exceed them, today and well into the future. "The value-based marketing approach described in this book reflects a reality for any business manager or leader at any level in the organization; the real game is delivering superior, meaningful value to target customers. Our value commitment to you is that Value-Based Marketing for Bottom-Line Success will both change the way you look at customers and your business and give you the knowledge and tools to really make a difference to your performance."shy;shy;--From the Preface Customers don't buy products or features. They buy valueshy;--a total package of cost, product, and benefits that is in their best interests and has the most meaningful impact on their lives. And when customers find true value, they seldom leaveshy;shy;--at least not until an even better value comes along. Value-Based Marketing for Bottom-Line Success unveils a practical five-step model--shy;shy;a pentadigmshy;shy;--for discovering what your customers value and then creating and managing a top-to-bottom organizational value delivery strategy. Based on more than twenty years of hands-on experience and analysis, this down-to-earth model will help you accurately and convincingly: Discover and quantify your customers' wants and needs Commit to the most important things that will impact your customers Create customer value that is meaningful

and understandable. Assess how you did at creating true customer value. Improve your value package to keep your customers coming back. More than just a one-time, Band-Aid approach, the model outlined in this first-of-its-kind guidebook shows you not only how to implement value-based processes and improvements but how to evaluate and validate new ideas and approaches. In-depth analyses--along with real-life examples from Dell Computer, Southwest Airlines, GE, Dow Corning, and other acknowledged customer-value pioneers--allow you to discover and absorb the entire pentadigm model based on actual cases or to review specific issues and problem areas that are most relevant to your business and for which you currently face the greatest challenges and concerns. When you get too caught up in bolstering your bottom-line today or insisting on becoming the lowest cost provider in your market segment, you lose sight of what really matters to your long-term success: your customers. Value-Based Marketing for Bottom-Line Success helps you return your customers to their rightful place at the top of your organization's strategic hierarchy. It is sure to be the most valuable book for your business you read this year.

About the Author: J. Nicholas DeBonis, Ph.D., is a strategic business consultant who helps global clients identify and achieve measurable performance in business strategy and planning, global strategic marketing, and leadership. Dr. DeBonis is coauthor of the AMA Handbook for Managing Business to Business Marketing Communications. Eric W. Balinski is founder and president of Synection, LLC, a consulting practice that improves profitability, productivity, and motivation of organizations. He previously held leadership positions with leading global corporations including Allied Signal, Dow Chemical, and GE. Phil Allen is founder and CEO of Marketability, a global marketing excellence practice. After twenty-five years in sales, market research, and marketing at Albright Wilson Ltd, Bayer AG, Dow Chemical, ECC, and Hilti, he helps major multinationals achieve bottom-line success.