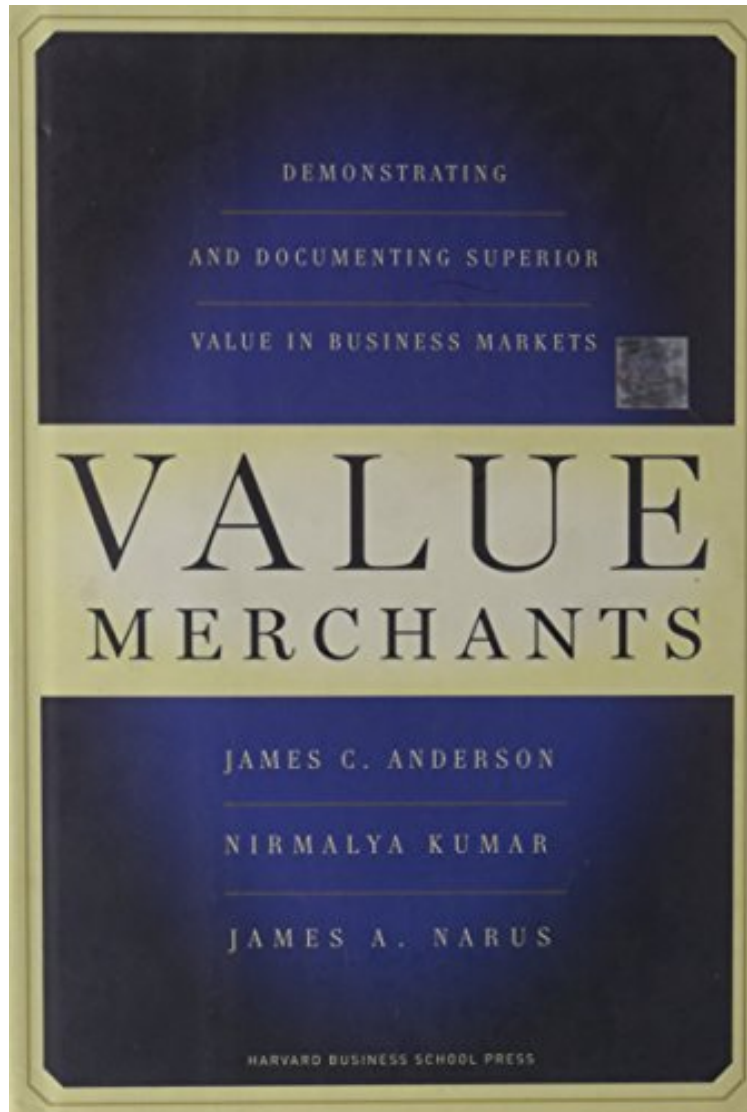


(Download) Value Merchants: Demonstrating and Documenting Superior Value in Business Markets

## Value Merchants: Demonstrating and Documenting Superior Value in Business Markets

*James C. Anderson, Nirmalya Kumar, James A. Narus*  
*ePub | \*DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#831320 in eBooks 2007-10-01 2007-10-01 File Name: B00272NFKQ | File size: 40.Mb

**James C. Anderson, Nirmalya Kumar, James A. Narus : Value Merchants: Demonstrating and Documenting Superior Value in Business Markets** before purchasing it in order to gage whether or not it would be worth my time, and all praised Value Merchants: Demonstrating and Documenting Superior Value in Business Markets:

0 of 0 people found the following review helpful. Four StarsBy Rico BuotGood read. Very insightful.0 of 0 people found the following review helpful. The indispensable book for customer friendly business developers!By CocoThis book lays the foundation for understanding customer value and building customer centric business.The authors

describe the steps to implement customer value culture and give plenty of examples from different industries. 0 of 0 people found the following review helpful. Great book! By wraeGreat book! Excellent concepts on what drives value for your customers and how to express that value to your customers.

Do your salespeople feel under extreme pressure to retain accounts or gain new business at any cost? If so, you may be leaving big money on the table. Consider the integrated-circuit supplier representative who lost \$500,000 of potential profit on a single transaction, just to win a deal that he would have closed anyway at the higher price. Do not make price concessions. Become a value merchant instead. In this authoritative book, James Anderson, Nirmalya Kumar, and James Narus explain how companies in business markets can use customer value management techniques to estimate the value of your market offerings, create value propositions that resonate with your customers, and maximize the return you will get on the superior value that you deliver. Drawing on extensive research and detailed case studies of companies like Sonoco, Tata Steel, and Quaker Chemical, *Value Merchants* will change the mindset and behavior of your executives, sales management, representatives, and marketers as well as your customers.

...a set of business techniques to estimate the value of your market offerings and create propositions that resonate with customers. --CRM.com, November 1, 2007 "Atilde;cent;Acirc;euro;Acirc;brvbar;a must-read for those toiling in the business-to-business realm." --CorporateReport Wisconsin, December 1, 2007...offers a great value to its readers...illustrates how to formulate value propositions that resonate with customers. --Modern Casting, May 1, 2008 About the Author James C. Anderson is the William L. Ford Distinguished Professor of Marketing and Wholesale Distribution at the Kellogg School of Management, Northwestern University. Nirmalya Kumar is Professor of Marketing and Director of the Centre for Marketing of Aditya V. Birla Indian Centre, London Business School. James A. Narus is a Professor of Business Marketing at the Babcock Graduate School of Management, Wake Forest University.