

Strategy And Enterprise Value In The Relationship Economy

Strategic Relationship Marketing - S©iren Hougaard 2002

There is more and more evidence that economic effectiveness and quality in customer relations must be viewed as a separate strategic issue in marketing. The attributes of exchanges, i.e. reciprocity, interdependence, partnership and transparency vis-a-vis every single customer create more profit and value for the company than do "negotiating power" and "market dominance". This book encompasses strategical as well as operational points of view and gives a complete overview of strategic relationship marketing and the theoretical rationals and paradigms. The authors introduce the concept of relationship networks and discuss how to deal with the influence of relationship. Relationship marketing is dealt with as a real marketing discipline integrating economics, institutional factors, behavioral aspects and strategy.

Foundations of Economic Value Added - James L. Grant 2003-05-05

An updated look at the role of economic profit analysis in the process of wealth creation Grant explains the pivotal role of economic value added (EVA) in the theory of finance, how to measure EVA with standard accounting adjustments, how to use EVA to value companies and their stock, and how to use economic profit principles to identify wealth-creating firms, industries, and even market economies.

Analyzing the Relationship Between Innovation, Value Creation, and Entrepreneurship - Galindo-Martín, Miguel-Ángel 2019-12-13

Innovation stimulates and facilitates entrepreneurship because the highest levels of entrepreneurship are to be found in societies with the highest value creation and digital dividends. The higher levels of consumption, employment, and cost reduction generated by the implementation of digital technologies motivates entrepreneurs to expand their activity and promotes the emergence of new entrepreneurs. Positive outcomes can be generated by the implementation of innovation leaders to higher competition and new markets, incentivizing entrepreneurs to introduce new innovations to react to these higher levels of competition, which are accompanied by their corresponding value creation. Analyzing the Relationship Between Innovation, Value Creation, and Entrepreneurship is a pivotal reference source that analyzes the theoretical and empirical aspects of innovation as a factor that enhances value creation and the role of entrepreneurship. While highlighting topics such as data management, social enterprise, and digital marketing, this publication explores enhanced economic growth and the methods of higher levels of consumption in society. This book is ideally designed for corporate managers, business executives, academicians, students, and researchers seeking current research on interrelationships between financial variables, strategies to apply them at the micro- and macro-level, and a consideration of the fiscal effects once implemented.

Build Your Customer Strategy - James G. Barnes 2007-01-06

"The customer relationships that a company is able to cultivate represent the most important asset that will never appear on its balance sheet." -From Chapter 1 of Build Your Customer Strategy Build Your Customer Strategy: A Guide to Creating Profitable Customer Relationships spells out how to create profitable and lasting customer relationships. It demystifies creating the great customer experience-something that everyone seems to be talking about these days-by showing you how to approach "experience" in ways your competitors haven't even thought of. Praise for Build Your Customer Strategy: A Guide to Creating Profitable Customer Relationships "Jim Barnes has written a down-to-earth, highly readable book that takes you through real examples with concrete ideas you can use today. Fact is, customers are the only source of revenue, and Jim will help your company build the strategy to grow the value of each customer to your firm, by making sure your firm becomes more valuable to each customer." -Don Peppers and Martha Rogers, PhD coauthors, The One to One Future and Return on Customer "Jim Barnes is in a class by himself as a guru who truly understands customer relationships from the customer's point of view. Read Build Your Customer Strategy when you're ready to move past slogans and technology-based CRM projects to create real

customer equity and long-term profitability." -Bob Thompson, CEO CustomerThink Corp., and founder, CRMGuru.com "Build Your Customer Strategy is the book for leaders committed to creating genuine connections with clients. Jim goes beyond conventional thinking to help businesses understand, create, and implement a strategy that will result in the type of long-term loyal customers everyone wants-the ones who bring their family and friends." -Anne Lockie, Executive Vice President, Sales Canadian Personal and Business Clients, RBC Royal Bank "Excellent reading. Jim Barnes brings a refreshing perspective to customer service, loyalty and the importance of long-term, sustainable client relationships. Insightful and very educational." -Stephen Foster, Senior Vice President, Operations Starwood Hotels & Resorts Worldwide, Inc.

The role and value of long term relationships in business to business environment - Oliver Florian Friede 2002-12-03

Seminar paper from the year 2002 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3 (A), University of Tampere (School of Business Administration), course: Buying Behaviour, language: English, abstract: The profitability of any company and stability in its activity depends on the preferences of their customers. Marketing mix also plays a very important role. Analysing customers company should choose the product to produce, price for which to sell, place of selling, the strategy of distribution and advertising. Company should not ignore their competitors. During recent years the importance of inter-company relationships has been widely recognised. Customers are always searching for suppliers that can and are prepared to meet their requirements. To make a right decision it is necessary to analyse the market. That is the work of departments. The relationships between buy-ers and sellers are rather like the relationships between people. Two companies are surviving due to each other. Relationships exist between all suppliers and their customers in business markets. The decision that managers of a company face are mainly how to achieve that relationship and what sort of relationships they would like to have. Company have to set priorities between their different relationships, allocate resources accordingly and manage them individually. An important task to build relationships with the customers, which will span not just several months but be counted by decades. Long-term relationships company behave according to the values that create genuine trust over time: quality, honesty, accountability and fairness. To serve clients now and as far into the future as they may need a company. Company have to strive to build long-term relationships with our customers this enables both partners to share in the economic benefits and trust established by a continued relationship.

Firm Competitive Advantage Through Relationship Management - Bartosz Deszczyński 2021-03-25

Relationship management (RM) is an essential part of business, but its success as a business model can be hard to measure, with some firms embracing a model that is truly relationship-orientated, while others claim to be relationship-orientated but in fact prefer transactional short-term gain. This open access book aims to develop a mid-range theory of relationship management, examining truly relationship-orientated firms to discover not only what qualities these firms have that make them successful at the RM model, but also what benefits this model has for the firm. It addresses questions like how RM-mature companies achieve and sustain competitive advantage, and what determines the scale and scope of these firms, illustrating with case studies. This book will be of interest to scholars studying leadership and strategy, especially those interested in relationship management, business ethics and corporate social responsibility. It will also be of interest to professionals looking to develop their understanding of relationship management.

Business: The Key Concepts - Mark Vernon 2003-09-02

Here is a practical guide to the essentials of business. This book provides everything you need to know about the key concepts and terms, from accountability to zero-sum game. Everything from management,

economics and finance to marketing, organizational behaviour and operations is covered in just the right amount of detail to make things clear and intelligible. Business: The Key Concepts: * is detailed yet approachable * considers new developments in business, notably eBusiness and contemporary business ethics * covers established subjects, taking an international and strategic perspective that balances theory and practice * suggests specific further reading for many concepts and also includes an extensive bibliography. Whether you're already in business and could do with a handy reference guide, or you're a student needing an introduction to the fundamentals, Business: The Key Concepts is the perfect companion. Tourism in the Caribbean - David Timothy Duval 2004-07-31

This volume highlights the central issues of tourism development in the Caribbean. In the process it provides a range of theoretical frameworks, methodological tools and case-studies from which future directions in management and development might be based.

Relationship Economics - David Nour 2023-02-14

Fuel your growth through some of your most valuable and strategic contacts Building sustainable relationships, both professionally and personally, is the biggest competitive advantage in a world where automation, artificial intelligence, and machine learning are eliminating the human experience, which is what creates emotional connections. In the newly revised and completely re-written third edition of Relationship Economics: Transform Your Most Valuable Business Contacts into Personal and Professional Success, renowned growth strategist, innovation consultant, and international speaker David Nour delivers an eye-opening discussion of how to prioritize and maximize your return on strategic relationships to fuel unprecedented professional and personal growth. Drawing on the author's extensive experience consulting with leaders of Fortune 500 clients, the book demonstrates how to invest in people for extraordinary returns. You'll gain a deeper understanding of how the global pandemic and its onslaught of disruptive forces are impacting every facet of digital, in-person, and global relationships. You'll also find: Actionable tactics to employ in relationship management, like Relationship Currency® and Relationship Capital® Deep discussion of the fundamental measures of business relationships Impactful strategies for turning your contacts into better executions, performance, and results A must-read for executives, managers, and other business leaders, the third edition of Relationship Economics will also earn a place in the libraries of professionals seeking to improve their ability to attract, retain, and convert clients.

Strategy and Enterprise Value in the Relationship Economy - Bruce W. Morgan 1998

Managing Customer Relationships - Don Peppers 2010-12-30

MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework Praise for the first edition: "Peppers and Rogers do a beautiful job of integrating actionable frameworks, the thinking of other leaders in the field, and best practices from leading-edge companies." —Dr. Hugh J. Watson, C. Herman and Mary Virginia Terry Chair of Business Administration, Terry College of Business, University of Georgia "Peppers and Rogers have been the vanguard for the developing field of customer relationship management, and in this book, they bring their wealth of experience and knowledge into academic focus. This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory. It is a must-have for educators of customer relationship management and anyone who considers customer-centric marketing the cornerstone of sound corporate strategy." —Dr. Charlotte Mason, Department Head, Director, and Professor, Department of Marketing and Distribution, Terry College of Business, University of Georgia "Don and Martha have done it again! The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one-to-one customer results. This is the ultimate inside scoop!" —Roy Barnes, Formerly with Marriott, now President, Blue Space Consulting "This is going to become the how-to book on developing a customer-driven enterprise. The marketplace is so much in need of this road map!" —Mike Henry, Leader for Consumer Insights at Acxiom Praise for the second edition: "Every company has customers, and that's why every company needs a reference guide like this. Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject, and the essential tool for the field they helped to create." —David Reibstein, William Stewart Woodside Professor of Marketing, The Wharton School, University of Pennsylvania

CRM Unplugged - Philip Bligh 2004-05-18

Building and maintaining a customer-centered enterprise cost-effectively is a hot topic and key business issue. This book provides the definitive work on how to derive return from investment. It shows readers strategies for successful CRM implementation into a company, and how to achieve a good ROI through CRM, and also details best practices.

Optimal Management Strategies in Small and Medium Enterprises - Vemi?, Milan B. 2017-01-18

Business sustainability is becoming increasingly difficult amongst the demands of today's markets. By implementing new and dynamic practices, organizations can optimize their day-to-day operations and improve competitive advantage. Optimal Management Strategies in Small and Medium Enterprises is a key source on the latest innovations in enhancing all main management functions, such as working capital and marketing, and examines how to implement sustainable business management practices. Featuring extensive coverage across a range of relevant perspectives and topics, such as human resources development, market orientation, and knowledge management, this book is ideally designed for business managers, professionals, graduate students, and researchers working in the field of smaller-scale business development initiatives.

Isoquantal Capital Modulation - William Mckibbin 2005

The purpose of business is to employ capital factors in such a manner as to generate value for its customers and profits for its owners. To achieve these ends, management must make at least three distinct decisions ? the operating, investment, and financing decisions. The purpose of this study is to formulate a modeling methodology that harmonically analyzes and explains how the investment decision and capital elasticity influence competitive advantage. The research explores the descriptive literature for the current states of computational modeling, accounting theory and practice, managerial finance, macroeconomics, capital theory, andharmonic analysis in order to provide evidence supporting the content validity of a proposed modeling framework, which encodes, modulates, and transforms raw financial data intowaveforms suitable for harmonic analysis. The framework is operationalized algebraically, translated into a high-level computational language, and subsequently tested using simulation methods in order to analyze the computational robustness of the implementation. Finally, empirical testing shows a significant correlation exists between the model?s reported results and the profitability of sole proprietorships in the U.S. providing initial evidence of the framework?sconstruct validity. Additional empirical testing shows that the relationship between the model?s reported results and net profitability is stronger than results returned from the use of raw capital magnitudes providing evidence of the model?s positive capacity for recommending decisions. The study uses extant financial data obtained from the Internal Revenue Service (IRS), which maintains and releases Federal tax information extracted from its archives into the public domainthrough its Statistics of Income (SOI) programs.

Customer Relationship Management - V. Kumar 2018-05-15

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

Supplier Relationship Management - Stephen Easton 2014-06-14

There's a new buzz phrase in the air: Supplier Relationship Management (SRM). Corporate executives know it's necessary, but there's only one problem. Nobody yet knows how to do it. Or they think it's all about bashing your vendors over the head until they reduce the price another 4%. Supplier Relationship Management: How to Maximize Vendor Value and Opportunity changes all that. Containing the best and

most innovative advice from the operations and procurement experts at consultant AT Kearney, this book shows that SRM is at root a strategic discussion requiring cross-functional interaction and internal alignment at the highest levels. It requires an honest appraisal of the value that suppliers now bring to your firm, as well as their potential value. It then requires a frank and constructive business-to-business dialogue about how to improve the relationship. When this happens, a company reaps myriad benefits, ranging from new opportunity to added value to competitive advantage—and, quite likely, to overall (and sometimes substantial) cost reductions. This book shows the most concrete methods you can use today to: Identify value-adding opportunities in the supply chain Work closely with suppliers to maximize the benefits Work the "Critical Cluster" of suppliers, where the greatest opportunity for advantage lies Review suppliers to encourage constant gains in quality and cost Turn your SRM strategy into a major competitive advantage Supplier Relationship Management introduces and explains the Supplier Interaction Model, a key tool that will help you get the most from your supplier relationships. It segments the supplier universe into nine categories, from those you want to run away from fast to those so good and so useful to your organization that it can make sense to invest in them directly. Numerous case studies show how to apply the principles to your situation. Supplier Relationship Management burns off the fog that has surrounded the procurement process for far too long. It is the definitive guide for business executives who want to get the maximum benefits from suppliers and gain very real advantages over competitors.

Adding Enterprise Value - Oliver Schneider 2010

Value creation is no longer achieved through a single company alone, or through a network of local suppliers, but rather through wide ranging, even global supply chains. This reduces the transparency of the benefits and risks of the various supply chain setups and activities used for improving the performance of the supply chain. Such supply chain initiatives usually result in an investment by all supply chain partners involved, including the respective Chief Financial Officer (CFO). The supply chain partners therefore need a tool to show what improvements they can provide in logistics & generally the reduction of inventory and reduction of lead time & in terms of those financial variables that describe the value added to the company. The connection between supply chain management and financial management is currently very important. The integration of the two management levels is extremely important for the success of a supply chain initiative. Showing the possible benefits and risks for all concerned is a pre-requisite for assessing the economic value of the initiative and perceiving the win-win situation. This book and the "Supply Chain Value Contribution (SCVC)" method described therein provide: - An approach to showing the cause and effect of supply chain initiatives on supply chain performance and working capital utilization, on the basis of the well-established Supply Chain Operations Reference (SCOR)-model. - A clear and traceable approach on how to measure and sell the value created by the resulting operational supply chain performance improvements. The application of the SCVC method is described in two use cases. Due to the comprehensive but pragmatic presentation of the content, this book will be of value to both practitioners and academics alike.

Managing Customer Experience and Relationships - Martha Rogers 2022-04-19

Every business on the planet is trying to maximize the value created by its customers Learn how to do it, step by step, in this newly revised Fourth Edition of Managing Customer Experience and Relationships: A

Strategic Framework. Written by Don Peppers and Martha Rogers, Ph.D., recognized for decades as two of the world's leading experts on customer experience issues, the book combines theory, case studies, and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model, and to "treat different customers differently." This latest edition adds new material including: How to manage the mass-customization principles that drive digital interactions How to understand and manage data-driven marketing analytics issues, without having to do the math How to implement and monitor customer success management, the new discipline that has arisen alongside software-as-a-service businesses How to deal with the increasing threat to privacy, autonomy, and competition posed by the big tech companies like Facebook, Amazon, and Google Teaching slide decks to accompany the book, author-written test banks for all chapters, a complete glossary for the field, and full indexing Ideal not just for students, but for managers, executives, and other business leaders, Managing Customer Experience and Relationships should prove an indispensable resource for marketing, sales, or customer service professionals in both the B2C and B2B world.

Superior Customer Value - Art Weinstein 2018-12-07

Superior Customer Value is a state-of-the-art guide to designing, implementing and evaluating a customer value strategy in service, technology and information-based organizations. A customer-centric culture provides focus and direction for an organization, driving and enhancing market performance. By benchmarking the best companies in the world, Weinstein shows students and marketers what it really means to create exceptional value for customers in the Now Economy. Learn how to transform companies by competing via the 5-S framework - speed, service, selection, solutions and sociability. Other valuable tools such as the Customer Value Funnel, Service-Quality-Image-Price (SQIP) framework, SERVQUAL, and the Customer Value/Retention Model frame the reader's thinking on how to improve marketing operations to create customer-centered organizations. This edition features a stronger emphasis on marketing thinking, planning and strategy, as well as new material on the Now Economy, millennials, customer obsession, business models, segmentation and personalized marketing, customer experience management and customer journey mapping, value pricing, customer engagement, relationship marketing and technology, marketing metrics and customer loyalty and retention. Built on a solid research basis, this practical and action-oriented book will give students and managers an edge in improving their marketing operations to create superior customer experiences.

Relationship Marketing - Ian Gordon 1998

Traditional marketing dealt with market segments. Relationship marketing gives management more "bang for the marketing buck" by focusing on the ultimate market segment - the individual customer - effectively and efficiently. Marketing attempted to generate as many sales transactions as possible, across all groups of customers. Relationship marketing enables your company to improve profitability customer by customer, by focusing on those who receive, and return, the best value. Relationship Marketing: New Strategies, Techniques and Technologies to Win the Customers You Want and Keep Them Forever goes far beyond the basic idea that customers' needs and desires can be addressed uniquely. It is a practical guide to helping marketers and others to integrate relationship marketing into the business and use it to create value for the company and for its customers.

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