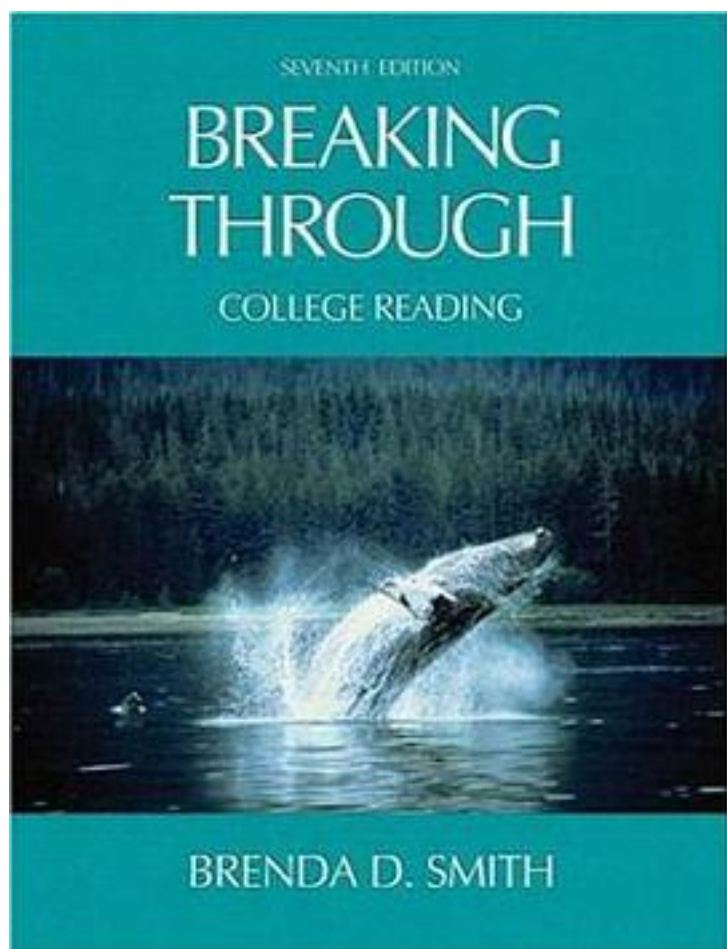


Breaking Through



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In this book the author brings together distinctive and cutting edge work based upon her own research and work with leading companies in the overlapping areas of strategy, marketing and innovation to provide a new and dynamic model to

implement customer focus in enterprises. In an environment of falling margins the model shows how to increase value to customers and improve business results.

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