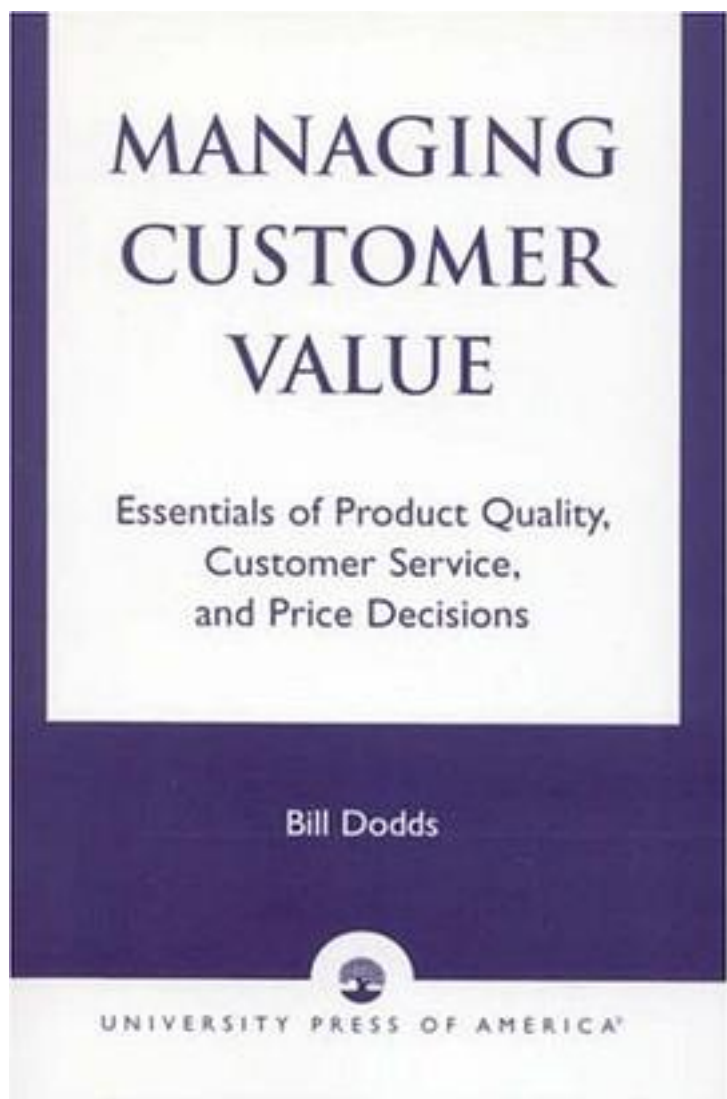


# Managing Customer Value



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出版者:University Press of America

出版时间:2003-08-25

装帧:Paperback

isbn:9780761826316

This book explores the three dimensions of value, product quality, customer service and price within the constraints of cost, demand and competition to formulate a strategic framework for competing in today's cutthroat marketplace where better quality, superior customer service and lower prices are the norm. There are numerous mathematical models that demonstrate in a spreadsheet the interrelated workings of cost, demand and competition.

作者介绍:

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