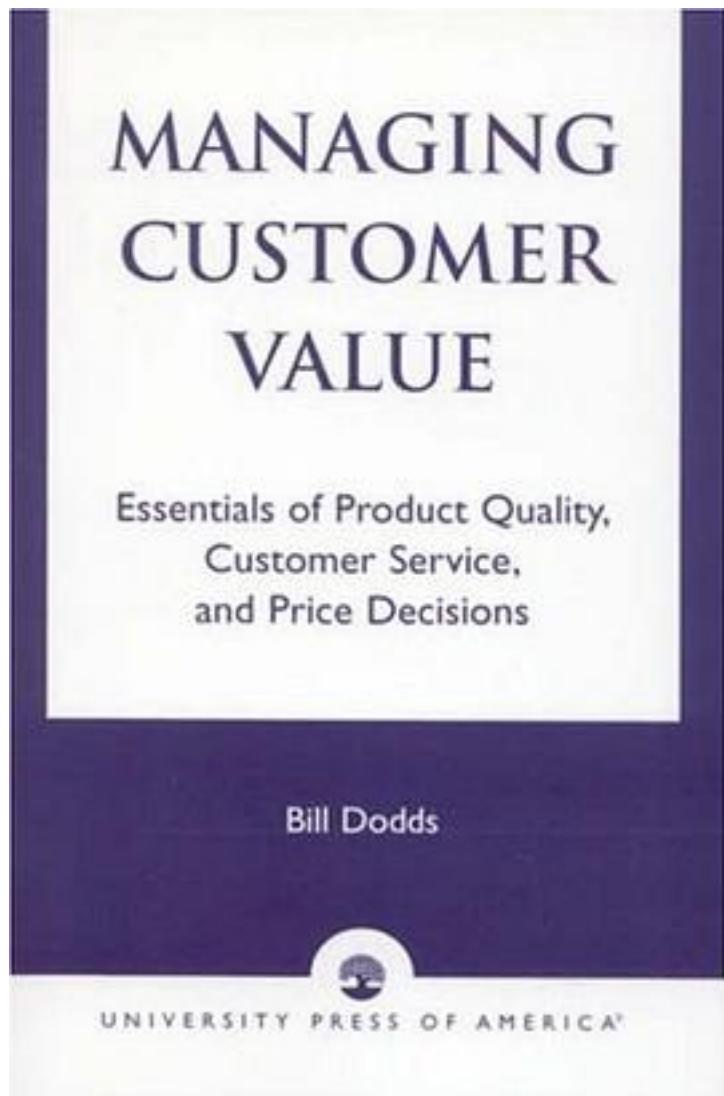


Managing Customer Value



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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.

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