



Superior Customer Value in the New Economy: Concepts and Cases, Second Edition

Art Weinstein

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Great companies consistently meet and exceed customer desires. Superior Customer Value in the New Economy: Concepts and Cases, Second Edition offers a blueprint for responding effectively to customer demands and for creating the benchmarks common to world-class service companies. The Second Edition elaborates on the latest perspectives of the business and academic communities, exploring leading marketing and managing developments in the crucial area of customer value (CV). It delivers expert guidance on designing, implementing, and evaluating a CV strategy that benefits e-service and information-based organizations.

Building upon concepts, cases, and in-chapter applications, the book addresses best practices, organizational responsiveness, market orientation, and the planning and strategy issues that result in high rates of customer satisfaction in e-service and information-based organizations. It concludes with 18 detailed, "hands-on" examples of companies attempting to create customer value. Each case study delivers an in-depth look at major CV themes such as responding to change, being customer oriented, customer loyalty, and more. Each of these real-world examples provides excellent learning opportunities to model effective customer value behavior and practices.

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