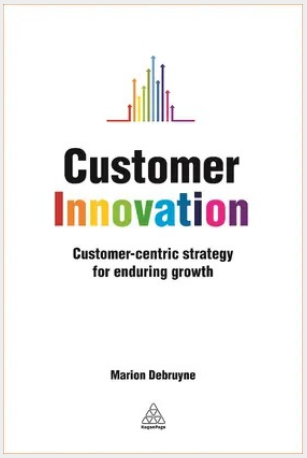
Debruyne

Customer Innovation

Customer-centric Strategy for Enduring Growth



A new set of organizations has discovered a new formula: they combine customer-centricity with innovative power. These organizations have created a completely outside-in approach to the market. Not driven by what they're good at, they start with the market and design their strategy around it, replacing practices of the past with a new set of capabilities which enable them to be ahead of the curve in discovering new market opportunities. Whereas the traditional value chain model regards the market as the end-outcome of the efforts of the organization, the reversed value chain model starts there. The customer is the starting point and the value chain is the result of understanding customer needs and requirements. **Customer Innovation** presents this unique case for developing the outside-in organization to drive your business success, combining market orientation with innovation to enable actionable positive change in the way your company does business.

Winner of the Innovation and Entrepreneurship category of the 2015 CMI Management Book of the Year Awards, Customer Innovation provides every business with the framework it needs to combine customer focus with innovation to achieve success. It is packed with real world examples from a range of leading global companies including Disney, Coca-Cola, LEGO, Eurex, Netflix, KLM, Carglass, Komatsu, Callebaut and more to help you put market awareness at the heart of your business.

Auf Anfrage

Nicht mehr lieferbar

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