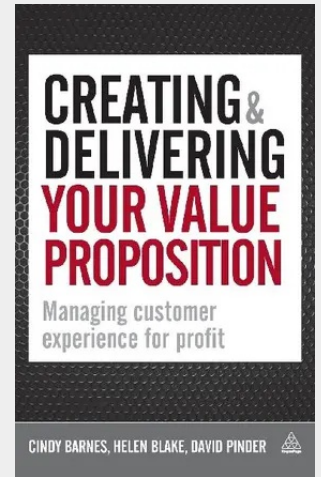


Creating & Delivering Your Value Proposition

Managing Customer Experience for Profit

In recent years, developing a value proposition has become a prime consideration for businesses. A value proposition is an analysis and quantified review of the business benefits, costs and value that a company can deliver to prospective customers and customer segments. **Creating and Delivering your Value Proposition** provides guidance for business leaders - demonstrating why having a strong value proposition is so important for a company. This practical first edition shows readers how to build, deliver and harness value propositions to create profitable growth for any business, by utilizing the experience of clients and customers. Featuring global case studies and examples, **Creating and Delivering your Value Proposition** is an essential guide for all senior practitioners to understand and develop a value-focused strategy.

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