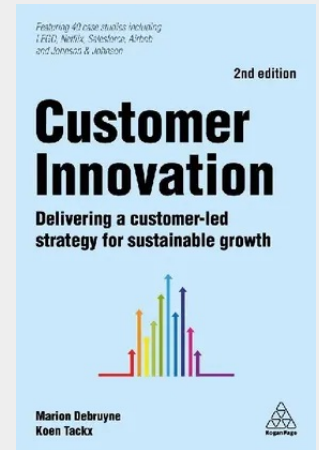


Customer Innovation

Delivering a Customer-Led Strategy for Sustainable Growth

WINNER: CMI Management Book of the Year Awards 2015 - Innovation and Entrepreneurship Category (1st edition) Many organizations approach customer-centric marketing and innovating their business strategy in isolation to one another, missing groundbreaking opportunities for advancement. **Customer Innovation**, second edition, turns this on its head by starting with the customer, innovating around their needs, then building a customer led business strategy around it. It presents a well-constructed three-by-three formula of connect, convert, collaborate, laying the foundations for innovation and change, to improve the current customer journey and expand into new customer horizons. This enables new product and service development to flow with outstanding efficiency and substantial growth. **Customer Innovation**, second edition, includes exciting updates around co-creation and the benefits of involving customers, stakeholders and employees from the beginning. It provides guidance on using technology to reinvent traditional business models, with consumer needs at the heart. With a spectacular range of case studies, including Disney, LEGO and Johnson & Johnson, all delivered with active takeaways, this is the ultimate handbook for any leader, business or marketing strategist, ready to pave the way in a new era of customer led strategy.

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