



The Hidden Wealth of Customers: Realizing the Untapped Value of Your Most Important Asset (Hardback)

By Bill Lee

Harvard Business Review Press, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Introducing return on relationship with your most valued customers The traditional model of growing your business--by relying on employees in sales, marketing, and product development--is dying. Today s most successful companies are taking a different approach: getting customers to market, sell, and create products for them. In assessing client value, most companies look at the money paid for their goods and services. But in this book, Customer Strategy Group CEO Bill Lee offers a compelling new vision for growth by maximizing your return on relationship with select customers--those that offer rich sources of hidden wealth. A different type of ROI, this strategy of making the most of your firm s existing relationships is a modern approach to customer relations--one that yields a distinct business advantage. Illustrated by numerous case studies--Salesforce.com, SAS Institute, 3M, Microsoft, and others--The Hidden Wealth of Customers shows the value some customers can have by helping to market your offerings, penetrate foreign markets, leverage the demand-generating power of social media, build customer communities, improve innovation, and more. Lee explains how to effectively engage this crucial audience, which has the power to...



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