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Relational Value. An important
development of customer-perceived value
is the idea of relationship value. This is
primarily concerned with the intangible
aspects of value that occur between people
...

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Marketing To Shape And Deliver Profitable Customer Value Propositions

Value-ology: Aligning sales and marketing to shape and deliver profitable customer value propositions. Proven tools and frameworks that teach B2B marketers and sales professionals how to be more customer-focused.

Value-ology - the book

If your sales and marketing are aligned with each other but not necessarily around your customer, rather than being on the stairway to heaven, you'll be on the road to nowhere. "Value-ology" will point you in the right direction. And to listen to an interview with Simon Kelly about "Value-ology", visit MarketingBookPodcast.com

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Danheiser. Simon Kelly has 35 years experience in customer service, sales and marketing. At British Telecom, he pioneered the move from [product push] to [value-based] selling and marketing.

The Marketing Book Podcast: "Value-ology" by Simon Kelly

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Johnston, Stacey ...

v Today, 52 % of the companies that were
in the Fortune 500 in 2000 are no longer
on the list. They fell off because of
bankruptcy, mergers and acquisitions or
because they were

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Value-ology recognises that the quest to
unlock customer value is a combina-
tion of objective analysis to unearth customer
value, creative insight to tap into customer
value, development of value propositions
that resonate with custom-
ers, effective
sales and marketing alignment, consistent

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1 Fare - New York City Transit Authority

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