



Superior Customer Value in the New Economy: 0

Art Weinstein

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The Second Edition offers a blueprint for responding effectively to customer demands and for creating the benchmarks common to world-class service companies. It delivers expert guidance on designing, implementing, and evaluating a CV strategy that benefits service and information-based organizations. Building upon concepts, cases, and in-chapter applications, the book addresses best practices, organizational responsiveness, market orientation, and the planning and strategy issues that result in high rates of customer satisfaction. The book concludes with 18 detailed examples of companies attempting to create customer value. Each case study delivers an in-depth look at major CV themes such as responding to change, being customer oriented, customer loyalty, and more.

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