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The Challenge of Value

By Harry Macdivitt

abramis. Paperback. Condition: New. This item is printed on demand. 74 pages. Far too little work has been done around the question of value, this is a notable contribution to the field. This book will give you a head start in communicating the value inherent in your goods and services to the stakeholders who matter most to your business. . . your customers. David Thorp, Director of Research and Professional Development, The Chartered Institute of Marketing The contents of this book are at the very heart of understanding value. As a result, I think it would be extremely helpful for readers wishing to understand and implement value in their own organisations. Helmut Stiegler, Manager Sales and Marketing-Sales Excellence, Siemens Industry Automation Division The Challenge of Value: First you must understand your customer and what is important (valuable) to him personally and to his business in terms of the three elements of the Value Triad. Second you must understand your competition and how you are different from them on those issues that are important to the customer. Third you have to quantify the monetary and emotional value (both positive and negative) of these differentiators. Finally you...

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