



Customer-Dominant Logic

Customer-Dominant Management as a New Target in Relationship Marketing

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexus.at/customer-dominant-logic-9783658453510.html>

Details

This book provides a structured overview of Customer-Dominant Logic and formulates fundamental principles that form the basis for a realignment of customer-oriented corporate management. Customer-Dominant Logic is an innovative marketing logic that consistently places the customer at the center of all business activities. This requires a fundamental shift in perspective, where the integration of the provider with the customer takes precedence over the integration of the customer with the provider.

Based on the principles of Customer-Dominant Logic, the authors present their own and new systematic management approach. They introduce "Customer-Dominant Management," detailing all necessary phases of a management process. Customer-Dominant Management aims to realize both customer and company goals through the establishment of a partnership with value-creating offerings in the customer ecosystem.