

Springer

1st  
edition

Due 2022-04-16

1st ed. 2022, 4 p. 84 illus.

**Printed book**

Hardcover

**Printed book**

Hardcover

ISBN 978-1-84628-357-4

Ca. £ 69,99 | Ca. CHF 79,08 | Ca.

54,95 € | Ca. 60,45 € (A) | Ca. 58,80

€ (D)

Planned

**Discount group**

Standard (0)

**Product category**

Monograph

**Series**

Decision Engineering

Engineering : Engineering Economics, Organization, Logistics, Marketing

Columbus, Louis

# The Revolution Your Customers Want

**Delivering on Customer Commitments**

- **Pragmatic and hands-on guidance for those manufacturers looking to turn their customer-facing processes into a competitive strength**
- **Presents 'before & after' case studies of companies that have revolutionized their channel strategies based on measuring manufacturing from the customer's perspective**
- **Each chapter is summarized with key points and lessons learned**

Manufacturers have for too long been myopic; trying to cost-reduce their way to market leadership. This book is about switching from an inward-centric, myopic view to bringing the customers' needs to the centre of global manufacturing strategies. It contains case studies of manufacturers who have turned their organizations around by streamlining how they sell and fulfil customized products to show how manufacturers can accomplish this. Transparency and efficiency in how products are managed from quote to fulfilment is at the heart of the revolution customers want from manufacturers. Measuring the performance of manufacturing from the customers' perspective is critical to this revolution. This unique approach will interest executives in manufacturing companies, marketing and channel management, global sales, as well as CIOs and IT professionals. It is a useful reference for graduates studying international marketing, international business or channel management and undergraduates studying business.

**Order online at [springer.com/booksellers](https://springer.com/booksellers)****Springer Nature Customer Service Center GmbH**

Customer Service

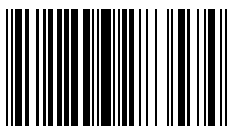
Tiergartenstrasse 15-17

69121 Heidelberg

Germany

T: +49 (0)6221 345-4301

row-booksellers@springernature.com



ISBN 978-1-84628-357-4 / BIC: TBC / SPRINGER NATURE: SCT22016

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.

Part of **SPRINGER NATURE**