

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

Printed book

Hardcover

Ca. 54,95 € | Ca. £69.99 | Ca. \$69.95

^[1]Ca. 58,80 € (D) | Ca. 60,45 € (A) |

Ca. CHF 79,08

eBook

Available from your library or
springer.com/shop

MyCopy ^[3]

Printed eBook for just

€ | \$ 24.99

springer.com/mycopy

Louis Columbus

The Revolution Your Customers Want

Delivering on Customer Commitments

Series: Decision Engineering

- **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 / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

