

Value Ology Aligning Sales And Marketing To Shape And Deliver Profitable Customer Value Propositions

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Value-ology: Aligning sales and marketing to shape and ...
Value-ology Book Subtitle Aligning sales and marketing to shape and deliver profitable customer value propositions Authors. Simon Kelly; Paul Johnston; Stacey Danheiser; Copyright 2017 Publisher Palgrave Macmillan Copyright Holder The Editor(s) (if applicable) and the Author(s) eBook ISBN 978-3-319-45626-3 DOI 10.1007/978-3-319-45626-3 Hardcover ISBN 978-3-319-45625-6

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Value-ology: Aligning sales and marketing to shape and deliver profitable customer value propositions Simon Kelly, Paul Johnston, Stacey Danheiser (auth.)

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Value-Ology: A blend of strategy and "how to do" tactics
Buy Value-ology: Aligning sales and marketing to shape and deliver profitable customer value propositions 1st ed. 2017 by Kelly, Simon, Johnston, Paul, Danheiser, Stacey (ISBN: 9783319456256) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

Value-ology: Aligning sales and marketing to shape and ...
Value-ology: Aligning Sales and Marketing to Shape and Deliver Profitable Customer Value Propositions by Simon Kelly, Paul Johnston, and Stacey Danheiser. Simon Kelly has 35 years experience in customer service, sales and marketing. At British Telecom, he pioneered the move from 'product push' to 'value-based' selling and marketing.

The Marketing Book Podcast: "Value-ology" by Simon Kelly
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Value-ology recognises that the quest to unlock customer value is a combination of objective analysis to unearth customer value, creative insight to tap into customer value, development of value propositions that resonate with customers, effective sales and marketing alignment, consistent execution and feedback mechanisms to improve value offerings.

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