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Marion Debruyne

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Customer Innovation

**Customer-centric strategy
for enduring growth**

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Marion Debruyne : Customer Innovation: Customer-centric Strategy for Enduring Growth before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Innovation: Customer-centric Strategy for Enduring Growth:

0 of 0 people found the following review helpful. Is a Great way to interpret the concepts currents. Gives to you a great overview for the most current strategies and thinkingBy Paulo PeresFor me one of the best book that a read in times. Any job-description that you have you need to read it. Give a great selection (gathered and organized) along the

several concepts, spread on in a lot of books for there. Marion made a book with a Great way, fast, soft, well interpreted and with week analogy (lens). I recommend it for to widen your vision about what is necessary to do currently for keep us competitive. Complement with "Open Services Innovation", "The End of Competitive Advantage", "This is Service Design Thinking", and "Business Model Generation". 0 of 0 people found the following review helpful. Valuable book By W Krause Valuable advice to any organisation who would like to be more customer centric / focused / oriented. Easy and logical to follow with a large number of examples and case studies to bring the learning points home. Definitely worth the investment in both money and time. 1 of 1 people found the following review helpful. A "new" formula: Combine customer-centricity with innovation By Robert Morris I am greatly indebted to Barbara Bund for what I learned from her in her classic work, *The Outside-In Corporation: How to Build a Customer-centric Organization for Breakthrough Results* (October 2005). As she explains in the Preface, "The primary objective of this book is to help business managers use [her various] insights effectively in practice. It is to share the outside-in discipline -- to provide a road map for managers to follow in creating and leading outside-in corporations, even in organizations where the unfortunate inside-out perspective has prevailed in the past." (Page xviii) I am also grateful to Ben McConnell and Jackie Huba for what I learned from them in another classic, *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* (November 2002) and to Fred Reichheld and his brilliant methodology, the Net Promoter System, that determines the "ultimate answer" from customers to a critically important question: "Would you recommend us to a friend?" These initial comments serve as an introduction to what I have to say about Marion Debruyne's book, *Customer Innovation*. The strategy that she proposes in this book is hardly "new" and there are no head snapping revelations, nor does she make any such claim. The value of this book -- and it is substantial -- is derived from how effectively she explains how and why a customer-centricity strategy in combination with innovation can help to create a decisive competitive advantage for almost any organization, whatever its size and nature may be. In fact, Debruyne discusses the Net Promoter Score in her book, as well as other sources from which she has obtained (and duly acknowledges) relevant material. I commend Debruyne on her skillful use of dozens of mini-case studies that focus on lessons to be learned from real companies in real-world situations, that have attempted to implement (with mixed results) the aforementioned strategy. The exemplars include , Adidas, Apple, Coca-Cola, Dow Corning, KLM, Netflix, Nokia, Otis Elevator, PG, Salesforce.com, Starbucks, 3M, and Xerox PARC. "These organizations have created a completely outside-in approach to the market. They are not driving by what they happen to be good at. They start with the market and design their strategy around it. They build and change their company completely around the customer." She also makes excellent use of boxed mini-commentaries (e. "Small ideas with big impact," "Learn the language of the customer," "Reward for contribution," and "Say thank you!" I agree with that many (most?) companies must "replace practices of the past with a new set of capabilities that enable them to be ahead of the curve in discovering new market opportunities. These enable them to develop new products and services faster than ever before. And they hit the bull's eye in the market." Which business leaders will derive the greatest benefit from this book? Those whose organizations have become -- or are in danger of becoming -- hostage to what James O'Toole so aptly characterizes as "the ideology of comfort and the tyranny of custom." Almost everything they need to ask the right questions and then to formulate the right answers can be found in this book.

A new set of organizations has discovered a new formula: they combine customer-centricity with innovative power. These organizations have created a completely outside-in approach to the market. Not driven by what they're good at, they start with the market and design their strategy around it, replacing practices of the past with a new set of capabilities which enable them to be ahead of the curve in discovering new market opportunities. Whereas the traditional value chain model regards the market as the end-outcome of the efforts of the organization, the reversed value chain model starts there. The customer is the starting point and the value chain is the result of understanding customer needs and requirements. *Customer Innovation* presents this unique case for developing the outside-in organization to drive your business success, combining market orientation with innovation to enable actionable positive change in the way your company does business. Winner of the Innovation and Entrepreneurship category of the 2015 CMI Management Book of the Year Awards, *Customer Innovation* provides every business with the framework it needs to combine customer focus with innovation to achieve success. It is packed with real world examples from a range of leading global companies including Disney, Coca-Cola, LEGO, Eurex, Netflix, KLM, Carglass, Komatsu, Callebaut and more to help you put market awareness at the heart of your business.

"The essence of customer innovation is that the organization and its ecosystem are a united force in addressing a market demand. [T]he book gave me several ideas which could be applied in my own business context, particularly with regard to collaborating with customers in developing innovations. I have read several books on innovation recently, and this is one of the best." (John Gibbs *Leading Business Books*) getAbstract recommends the meat of Debruyne's approach to entrepreneurs, investors, business students, executives who create company strategy and mid-level managers who have to implement it."