



Competing on Value: Bridging the gap between brand and customer value (Financial Times Series)

Simon.Dr. Knox, Stan. Maklan

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Where brands have traditionally been associated with individual product lines, the authors assert that the concept of the brand needs to both reflect and be carried by the whole organization. Today, customer value is created in a context of long term partnerships formed to achieve customized solutions, process reengineering, risk sharing, and supply chain optimization.

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