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Dollarizing Differentiation Value: A Practical Guide for the Quantification and the Capture of Customer Value

Stephan M. Liozu

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Now is the time to answer that "value" question so well and so completely that your organization thrives. The biggest winners in the 21st century will have value-based strategies, value-based innovation, value-based marketing, and value-based pricing. There has never been a more exciting and lucrative time to pay attention to value and turn a daunting question of survival into a sustainable answer of success.--from the Introduction

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