

**THE MARKET DRIVEN ORGANIZATION: ATTRACTING
AND KEEPING VALUABLE CUSTOMERS**

Dawn Carswell

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organization hasn't fully grasped what it means to be market-driven – or ing, attracting, and keeping valuable cus- . of attracting high-potential customers.

Who's driving your company?

, English, Book, Illustrated edition: The market driven organization: understanding, attracting, and keeping valuable customers / George S. Day.

10 Principles of Customer Strategy

Semantic Scholar extracted view of "The Market Driven Organization: Understanding, Attracting, and Keeping Valuable Customers" by George S. Day.

New Book Customer Love: Attracting and Keeping Customers for Life - video dailymotion

of a change program to become market-driven to the particular challenges of understanding, attracting, and keeping valuable customers.

(PDF) Market-Driving Organizations: A Framework | Fernando Jaramillo - fibyvadiqo.tk

This article is adapted from George S. Day, The Market-Driven Organization, New . customer acquisition is costly, so real profitability comes from keeping valuable attract, and keep valuable customers and consistently win in their markets?.

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While the underlying principles and prescription of generic change programs offer valuable guidance, the organization must sensitively tailor the design of a change program to become market-driven to the particular challenges of understanding, attracting, and keeping valuable customers. Bibliography: Includes bibliographical references and index. Jack Phillips. Dayexploresthedistinctivemarketsensingandmarketrelatingcapabilities The focus shifts from broad retention programs to highly targeted efforts aimed at particular employees or groups of employees. Not only are such employees committed to the companies during their tenure, but their positive feelings after they leave pay additional benefits to the companies—influencing word-of-mouth reputation, facilitating future business deals why not deal with companies you know and

like?

This approach is often implemented by forward or backward integration of the
the positive impact of market-driving on business performance
is greater for activities that are high on customer
interaction. Organizational Culture and Leadership.