



The Value Trail: How to Effectively Understand, Deploy and Monitor Successful Business Models (Hardback)

By Marc Sanso

Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 234 x 162 mm. Language: English . Brand New Book. The Value Trail offers a comprehensive approach to competitive analysis and strategy, considering value as a central theme and from a customer based perspective. It fully develops a disruptive new model of strategic analysis (namely the Three Dimensions of Value model) that approaches the drivers of success within a business from a value-based perspective: how value is understood by the customer (Appreciation of Value), and how it is boosted (Concentration of Value) or subtracted (Predation of Value) by different business agents. From this business-level perspective, the book progressively moves down to a company level to allow the reader to understand how companies can set corporate goals and leverage internal resources to deliver successful value propositions. To close the circle, special attention is paid to the definition of an integrated monitoring system based on both market (outside-in perspective) and company (inside-out perspective) metrics. On top of that, the book also identifies, in line with this new theory, the most relevant existing competitive models, together with a comprehensive analysis of their strategic approach and success drivers. If you are an entrepreneur looking...



READ ONLINE
[6.93 MB]

Reviews

A must buy book if you need to adding benefit. I am quite late in start reading this one, but better then never. You may like just how the article writer compose this ebook.

-- Prof. Elliott Dickinson

This pdf is so gripping and fascinating. It really is rally intriguing throug looking at period of time. I am pleased to tell you that this is basically the very best publication we have go through within my personal lifestyle and might be he very best ebook for ever.

-- Eleonore Muller DVM