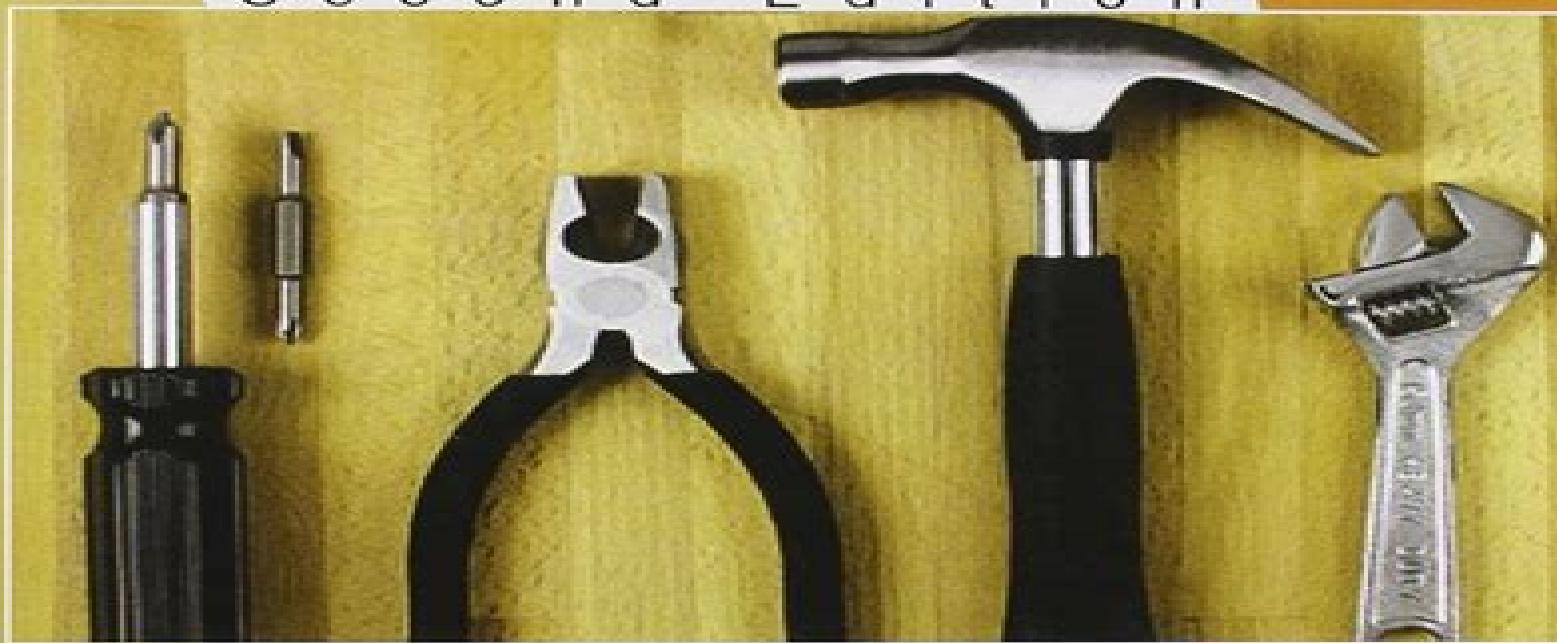


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The Massachusetts register ,1994-01-14 Customer Centric Business Models, two steps beyond Customer Relation Management Thomas Rolf,2004-01-30 Inhaltsangabe Abstract The submitted dissertation critically discusses business models in the context of customer dimensions under uncertain market conditions The following questions summarise the fields of investigation How do business models adapt to rapidly changing and buyer driven markets What are the next two steps after Customer Relationship Management Can the gap in the process chain between Customer Relation Management and Supply Chain Management be bridged and how How can a method be developed in order to measure the current customer orientation of a company and to compare companies among each other Are customer oriented companies more profitable As a deductive research approach is used beneath a small number of inductive elements an investigation in both secondary and primary data is imperative Subsequently a critical review of related literature along with a supporting inquiry is part of the dissertation The scope of the work includes background information the discussion of future business models as well as an empiric impression of customer orientation in German small and medium sized enterprises The most significant conclusions can be recapitulated as follows Simple customer orientation can lead to less innovation furthermore to unprofitable business and in the worst case to the elimination of a company Customer oriented strategy is about building processes that are able to react to any environmental or economical modification as fast as possible The evolution of Customer Relation Management will lead to new customer driven and pulled business models including innovative measurement methods like Return on Customer The gap between Customer Relation Management and Supply Chain Management will in all probability be bridged new concepts e g Customer Chain Management will represent this task A balanced Customer Centric Index developed as a benchmark instrument as part of the dissertation shows that only a third of the examined companies can be interpreted as customer oriented on the other hand Sales Marketing is regarded as the initial and most influencing process A statistical connection between being customer oriented and profit could not be proved As a surprising and unintentional result the survey revealed that focusing on a small market niche is at least for SME a more profitable business Eventually the dissertation leaves behind additional questions that could not be

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on how to use each program to achieve optimum success A central theme of this book is to not just adopt an improvement program for the sake of adopting it but to match the improvement program with the specific needs in an organization In the chapters that follow we will illustrate how this matching process can be conducted Above all we plan the book to be a concise and useful resource to both practitioners and academics Here is what you can expect in the chapters **Monthly Catalogue**,
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