



Market-Based Management: Strategies for Growing Customer Value and Profitability

Roger J. Best

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Using an applied approach that focuses on market orientation, marketing strategy and market-based management, this book features coverage of the fundamental need for businesses to attract, satisfy and retain customers. It examines market-driven strategy, customer satisfaction and profitable growth. It emphasizes market-based management with a focus on the linkages between marketing strategy and profitability, cash flow and shareholder value.

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