



Managing Customer Value: Creating Quality and Service That Customers Can Se

By Bradley Gale

Free Press. Paperback. Book Condition: New. Paperback. 432 pages. Dimensions: 8.8in. x 5.9in. x 1.2in.Even today with quality improvement the battle cry of American industry, the quality programs in most companies are limited to conformance to technical standards, according to quality expert Bradley Gale. While some have ventured a step farther to measure customer satisfaction, few of them, Gale demonstrates, have attempted to track market-perceived quality -- how buyers select among competing suppliers, why orders are won or lost, and which competitors are succeeding in which market segments. Using cases including Milliken and amp; Company; AT and amp; T, United Van Lines, and Gillette, Gale shows how leading-edge companies have gone beyond the minimal achievements of conformance quality and customer satisfaction to focus on the third, higher stage, market-perceived quality versus competitors and aspire to an emerging fourth stage, true strategic management. Drawing on his extensive research at AT and amp; T, Johnson and amp; Johnson, Parke-Davis, and other world-class companies, Gale provides new metrics for market-perceived quality that are straightforward and easy to interpret. His set of seven integrative tools for customer value analysis makes up the heart of the war room wall to help guide business-unit teams in their effort...



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