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## Marketing High Profit Product/Service Solutions

*Roger More*

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**Roger More : Marketing High Profit Product/Service Solutions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing High Profit Product/Service Solutions:

Marketing High Profit Product/Service Solutions addresses one of the most exciting and growing strategic marketing opportunities facing product and service companies - *rsquo;bundlingsquo;*. Many customers want bundled products and services which represent integrated solutions to their problems, rather than buying individual products and services piecemeal, and if you become that supplier it can transform a company. There are many outstanding examples: Magna International grew in several stages from a supplier of basic individual auto parts to a company

manufacturing a product/service 'super-bundle'; ultimately sourcing and assembling the entire car itself. GE developed their business involving the supply of medical imaging machines to hospitals to become a 'super-bundler' of complete hospital radiological floor imaging operations planning, installation, and integration. IBM transformed their position as a supplier of individual hardware, software, and peripherals to companies into a product/service solution 'bundler' of increasing complexity, and finally into the 'super-bundle' of BPO (Business Process Outsourcing); representing an outsourced and complete integrated IT solution set for clients' entire global operations. Roger More explores what was learned by these leading companies (amongst others) when they transformed their market strategies to become bundlers of complex integrated customer solutions. Over many years the author has developed and tested new concepts, maps and tools for use by a wide variety of managers in developing strategies for these bundled product/service solutions. His book now offers these maps and tools to all who invest in a copy.

About the Author Roger More, Professor, Ivey Business School, former professor, Harvard Business School, and former Hewlett-Packard Chaired Professor of Marketing and New Technology. He is principal of Roger More and Associates where he specializes in creating focused strategic and marketing strategies, planning processes and leadership for businesses and public sector agencies. Dr More has been a strategic consultant and leader of management workshops for leading global companies and public sector agencies around the world. He has taught extensively in leading Business School executive programs in North America and Europe including: Duke Corporate Education (DCE), the Marketing Management Program (Harvard), Marketing Management Course (Ivey), Advanced Industrial Marketing Program (INSEAD), International Marketing Program (Cambridge), Industrial Marketing Program (Penn State), the Executive Marketing Program (Ivey), and IPADE (Mexico). He is author of *Transforming New Technologies Into Cash Flow* (Haworth Press, 2006), and lead co-author of the book *Winning Market Leadership* (Wiley, 2000).