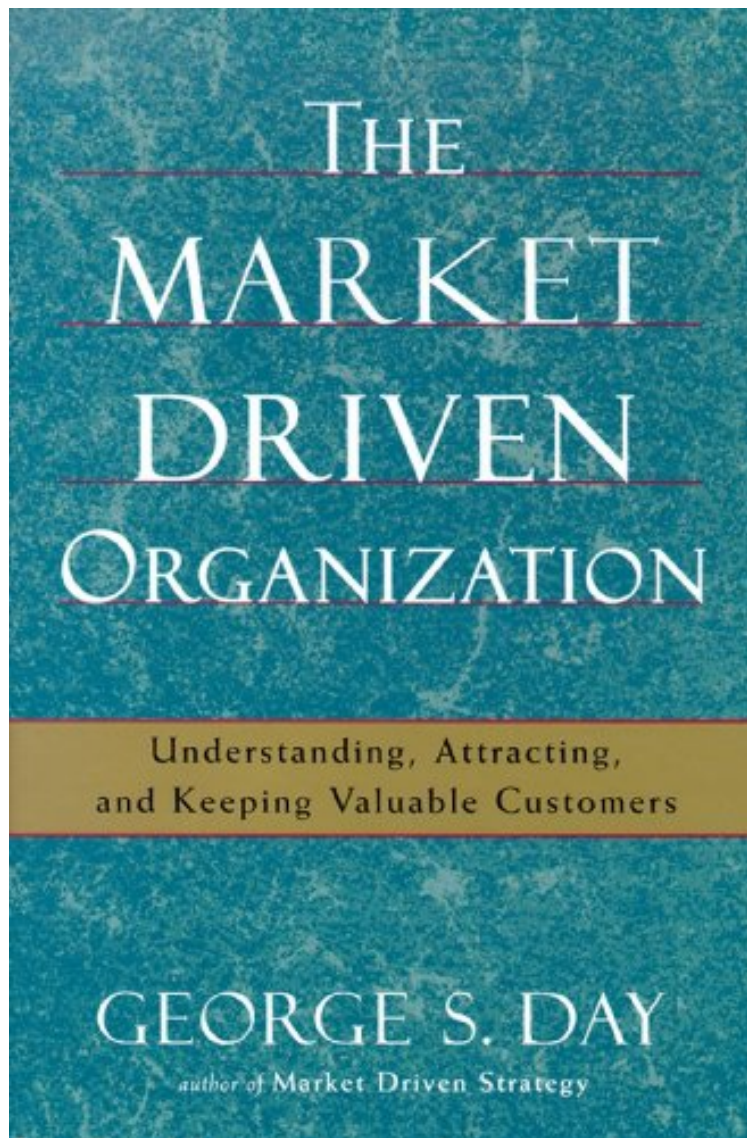


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The Market Driven Organization: Understanding, Attracting, and Keeping Valuable Customers

George S Day

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George S Day : The Market Driven Organization: Understanding, Attracting, and Keeping Valuable Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised The Market Driven Organization: Understanding, Attracting, and Keeping Valuable Customers:

16 of 22 people found the following review helpful. An easy-to-read book on the value of being market-driven By Steve Johnson Too often, executives think that "being market-driven" is just a catch-phrase; this book explains the

difference between being market-driven and being technology-, sales-, or finance-driven. It describes why market-driven organizations are more profitable, using clear examples of successful companies. It's a must-read for senior executives. 1 of 1 people found the following review helpful. Highly Recommended! By Rolf Dobelli Expanding on the groundbreaking concepts first presented in *Market Driven Strategy*, George S. Day presents a detailed illustration of what a market-driven organization looks like and how it operates. This practical book provides many specific suggestions that executives can implement to get their companies in tune with their customers and their markets. Day also presents contrasting examples that show blunders, setbacks and outright failures among companies that stubbornly retain inward-looking cultures. This book joins Day's earlier work as a classic in the management field and we [...] recommend both books to business people at all levels. 0 of 0 people found the following review helpful. A good starter, now in need of update By David R. Macdonald A good coverage of what it means to be market focused. Does a decent deep dive on some topics. A great many books have now followed, making this coverage somewhat dated.

For forty years managers have been exhorted to "stay close to the customer and ahead of the competition." And with good reason Research now shows that market driven organizations outperform their rivals. Given the obvious benefits, why do so many companies fail to become market driven? Because their internal processes, structures, incentives, and controls get in the way, says George Day, one of the world's leading authorities on marketing Strategy. Building on his pathbreaking book *Market Driven Strategy* and a decade of experience in coaching firms to deliver superior customer value, Day presents for the first time a battle tested home work for creating the market-driven organization. In eminently readable prose, Day argues that in successful market driven organizations, three key elements -- capabilities, culture, and configuration -- are aligned to the market. Day explores the distinctive market sensing and market relating capabilities that are at the heart of the market-driven companies. He draws on examples of such market-driven firms as Intuit, Wal-Mart, Virgin Airlines, Disney, and Gillette to illustrate how intimate knowledge of their customers and markets gives these firms a powerful advantage over rivals. By contrast, Day shows how failure to align the organization to the market can result in such mishaps as IBM's loss of leadership of the computer market or Motorola's stumble in shifting from analog to digital cellular phone systems. Using case studies of Owens Corning, Sears, and the Eurotunnel, Day provides a concise roadmap to managers who want to strengthen the orientation of their organizations to the market. He concludes with a detailed diagnostic questionnaire to help managers assess their own progress Here at last are all the insights and tools necessary to construct a company with superior skills for understanding, attracting, and keeping valuable customers.

From Library Journal Following up on his *Market Driven Strategy: Processes for Creating Value*, Day's new book provides practical advice on communicating with customers, outdistancing competitors, and at the same time remaining responsive to both. He applies his experience in consulting, research, and teaching to the topic of continual communication with customers and suppliers to insure a reliable customer base. Divided into three sections A "Understanding Market Orientation," "Building the Capabilities," and "Aligning the Organization to the Market" A the text is rich in examples that show how a company can become and remain market driven. Chapter notes provide references to further reading. Recommended for all business libraries and marketing professionals as well as larger public and university libraries that support business interests. A Littleton M. Maxwell, Business Information Ctr., Univ. of Richmond, VA Copyright 1999 Reed Business Information, Inc. Sanjiv Mirchandani Executive Vice President. Customer Segment Management, Fidelity Investments Day's classic writings have influenced and shaped legions of marketing practitioners and academics. In his new book he has done it again. He lays out a compelling blueprint for organizations to follow. The book is full of fascinating insights and practical examples that can be applied immediately Required reading. About the Author George S. Day holds the Geoffrey T. Boisi Professorship in the Department of Marketing and is Director of the Huntsman Center for Global Competition and Innovation at the Wharton School of the University of Pennsylvania. Professor Day has written more than 125 articles for leading marketing and management journals and fourteen books including *Market Driven Strategy*, the companion volume to this book. A consultant to leading corporations worldwide, Day is the recipient of the Charles Coolidge Parlin Award for his leadership in the field of marketing and the Paul D. Converse Award for outstanding contributions to the development of the science of marketing. He lives in Bryn Mawr, Pennsylvania.