



Breaking Through, 2nd Edition: Implementing Disruptive Customer Centricity

Sandra Vandermerwe

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Customer centricity is fundamental to business growth and ongoing success. Most executives appreciate the importance of it yet don't know how to execute it or sell the processes internally.

This thoroughly revised edition of *Breaking Through* guides readers systematically through the ten breakthrough points of implementation, to explain how to execute a transformation to customer centricity, so that a company can engage continuously with its customers, making them allies and advocates with all the rewards that it brings. With updates on digital opportunities, social media, emerging markets (including Africa), and the social as well as financial impacts of customer centricity, this book successfully blends strategy with implementation and also features a range of innovative new and traditional business examples from across the globe. Easy to read, in-depth and full of practical advice, this is the essential step-by-step guide to implementing customer centricity to endure in the long-term.

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