



# Customer-Driven: The Key to Delivering Competitively Superior Customer Value

*Edward A. Hellenbeck III*

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This book is for business leaders who want a long lasting method for delivering competitively superior customer value in both the short and long term, and for business instructors who want a comprehensive resource for an in depth discussion of the customer-driven concept. Customer-Driven provides a thorough review of the vast amount of research that reflects customer-driven organizations are more profitable, adaptable to change, and great places to work. In addition to a review of the research, a step-by-step process is provided for creating a customer-driven organization. The empirical rationale for each step is thoroughly reviewed and numerous examples are provided. Readers will know the logic behind each step and have numerous examples to draw on. Each reader will know why being customer-driven leads to success and what steps need to be taken to become a customer-driven organization.

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