

from **Tin**
Soldiers
to **Russian**
Dolls

Creating
added value
through services

Sandra Vandermerwe

From Tin Soldiers To Russian Dolls Creating Added Value Through Services

Philip Kotler



From Tin Soldiers To Russian Dolls Creating Added Value Through Services:

From Tin Soldiers to Russian Dolls Sandra Vandermerwe,1993 From Tin Soldiers to Russian Dolls is based on several years research into how companies both in traditional manufacturing and service settings can gain and maintain customers by adding value to their products through service The tin soldiers of the title reflects the product focused attitudes and systems of many companies up until the late 1980s Immersed in technical innovations and many manufacturing efficiencies they somehow forgot the customer The Russian doll image reflects the new customer focused company which sees its people processes and core markets as a whole made up of interconnected and interdependent parts This book will be particularly suitable for senior managers short courses executive programmes and MBA courses **Toward a Better Understanding of the Role of Value in Markets and Marketing** Stephen L. Vargo,Robert F. Lusch,2012-06-08 This special issue of the Review of Marketing Research is devoted to a better understanding of the role of value in markets and marketing

Management Development Through Cultural Diversity Ronnie Lessem,2005-08-03 This stimulating clearly written and well structured text is a comprehensive introduction to the principles of management and organisational behaviour as well as a corrective to the eurocentric bias of most management texts It develops a trans cultural perspective which draws on insights from across the world to examine different management styles cultures and stages of business development Contents include Orientation Primal Management Western including America Rational Management Northern including Scandinavia Developmental Management Eastern including Japan Metaphysical Management Southern including South Africa Developing yourself as a manager Each section examines core management theory and literature cultural orientation and related prominent theories The numerous case studies use appropriate examples from a wide range of international organisations The uniquely wide ranging perspective make this a valuable text for all those interested in general management international business organisational behaviour and corporate strategy *The Oxford Handbook of Strategy* David O. Faulkner,Andrew Campbell,2006-04-06 The Oxford Handbook of Strategy covers the key subject areas and issues currently under discussion in the field of strategy It unites a team of contributors who are all authorities on the topic of their chapter The handbook will be of considerable value to researchers graduate students and teachers whose interest in the subject area has advanced beyond that of the traditional textbooks and to managers and consultants who seek an authoritative accessible and up to date discussion of the fundamentals of strategy Chapters examine six key areas Approaches to Strategy Strategic Analysis and Formulation Corporate Strategy International Strategy Strategies of Organizational Change and Strategic Flexibility and Uncertainty **The Oxford Handbook of Strategy** David Faulkner,Andrew Campbell,2003-02-13 This two volume handbook presents an authoritative and up to date analysis of how thinking on strategy has evolved and what are the likely developments in the near future All the contributors are experts in their area and bring to the topic an understanding informed by many years experience of research teaching and practice

Volume One focuses on two major areas first the various different approaches to strategy and secondly the development of competitive or business unit strategy where the pursuit of sustainable competitive advantage is the key objective **From Products to Services** Laurie Young,2008-05-05 During the last thirty years a wide range of product companies throughout the Western economies have considered moving into or setting up service businesses Some have rejected the idea after careful consideration some have wandered into competitive services without any real idea of what is involved and others have deliberately executed a carefully considered strategic manoeuvre Included in this debate are some of the most famous business names in the western world Unisys Ericsson Michelin Nokia and HP For IBM it was Lou Gerstener s big bet at GE it was one of former CEO Jack Welch s four major strategies and at General Motors the financial services arm was its most profitable business for many years Yet very little has been published on this profound transition As a result myths and idiocies abound Some routinely claim that the evolution from products through services to solutions is inevitable Others think that manufacturing is being outsourced to China and India while American or European teenagers face a career in hamburger stalls The truth is much more fascinating To succeed in a service business most functions of a product company need to change Operations management recruitment finance sales new product development and marketing must all be adjusted So the move into service therefore involves huge risk caused by disruptive and radical change What has pushed realistic business people in such widely different industrial sectors to take so large a risk Does their experience contain lessons or warnings for others Is the trend likely to continue and affect other parts of the world as their economies develop Will India China or other developing economies need to learn how to export service once their manufacturing industries mature Written by a successful businessman who has been at the heart of these changes in several companies and with case studies from companies like IBM Unilever BT Michelin Ericsson and Nokia this book explores the experience of those who have made the transition and some who have resisted it It covers in depth subjects such as strategic focus change management service operations branding a service business service sales and service marketing It is the first major work on this subject This book is a must read for those considering the plunge into service growth and innovation Even those companies that have already taken the plunge will gain fresh perspective Jim Spohrer Director IBM Almaden Research Centre USA Laurie Young details in very practical ways the reasons and methodologies for change I would recommend this book to every one of my customers Douglas Morse Managing Principal for the Services Transformation and Innovation Group LLC I am thrilled with the publication of this much needed book In my work with businesses around the globe I find that grappling with the challenge of transforming a company from products to services is a compelling priority for increasing numbers of firms Stephen W Brown PhD Carson Chair Professor and Executive Director Center for Services Leadership W P Carey School of Business Arizona State University **Creating Organizational Advantage** Colin Egan,2012-05-23 Creating Organizational Advantage presents a critical appraisal of fashions and fads in management theory It exposes the

strategic weaknesses of change programmes such as Total Quality Management and Business Process Re Engineering and explains why so many companies fail to become market led or customer focused An examination of global competitive forces and the internationalization pressures faced by companies provides insight into key strategic challenges as we approach the 21st century Creating Organizational Advantage analyses how globalization is forcing organizations to address their strategic sloppiness why companies seek panacea solutions to basic business problems the strategic dimensions of organizational change programmes the role of joint ventures and strategic alliances in compensating for shortfalls in core competencies These key themes are integrated within a framework which proposes balanced solutions for organizational survival and strategic prosperity Many of the ideas for the book came from the author s research consultancy and executive development experience with international organizations including Bass Taverns British Steel BT Burmah Castrol Cadbury Schweppes CAMAS Coopers Lybrand Coral ECC GPT Grace Dearborn Hitachi Kodak KPMG Lucas Aerospace Northern Telecom Philips Raychem Reed Elsevier Rolls Royce plc Shell Chemicals Siemens Nixdorf

Managing Services Alan Nankervis, Yuki Miyamoto, Ruth Taylor, John Milton-Smith, 2005-10-27 The rapid increase in global services during the last few decades is without doubt one of the most challenging social cultural political and especially economic forces of our time Services have supplanted agriculture manufacturing and resources as the primary source of international competitive advantage in many countries providing wealth employment and almost unlimited future opportunities for growth whether in traditional or more innovative forms This book explores the strategic management of services through an Integrated Services Management Model which links operational marketing financial and human resource management functions within a broad and diverse collection of international regional and local service contexts It contains numerous case examples student projects and exercises designed to illustrate common problems and innovative approaches with a particular focus on the Asia Pacific and Australasian regions

International Strategic Marketing J.B. McCall, Marilyn Stone, 2004-07-31 As Europe moves towards becoming a truly single European market its contribution to global marketing grows This topical text expands upon existing international marketing theory and synthesizes it with colourful examples of relevant international marketing practice Topics covered include marketing information systems marketing research product development pricing issues international promotion distribution channels With a strong theoretical framework this informative text draws out the key issues within the developing European Union and the role it plays in marketing around the globe Its excellent pedagogy including case studies summaries text boxes and a website to run alongside helps make it a valuable resource for academics and professionals alike Visit the Companion website at www.routledge.com/textbooks/0415314178

Kotler On Marketing Philip Kotler, 2012-12-11 Since 1969 Philip Kotler s marketing text books have been read as the marketing gospel as he has provided incisive and valuable advice on how to create win and dominate markets In KOTLER ON MARKETING he has combined the expertise of his bestselling textbooks and world renowned seminars into this practical all in one book covering everything there is to

know about marketing In a clear straightforward style Kotler covers every area of marketing from assessing what customers want and need in order to build brand equity to creating loyal long term customers For business executives everywhere KOTLER ON MARKETING will become the outstanding work in the field The secret of Kotler s success is in the readability clarity logic and precision of his prose which derives from his vigorous scientific training in economics mathematics and the behavioural sciences Each point and chapter is plotted sequentially to build block by block on the strategic foundation and tactical superstructure of the book

The Lifebelt John A. Murphy,2001-08-08 In a world where there is increasing choice for just about every kind of product and service winning and holding the best customers is key to the success of any business Customer Relationship Management or CRM is a concept that senior managers in any kind of business ignore at their peril At its heart is the successful management of customer retention by being customer focused as an organization The concept is not rocket science but its implementation is more of a challenge It involves a fundamental change within the organization In this book John Murphy introduces The Lifebelt quite literally an aid to keeping afloat in this pressured environment The Lifebelt is a framework that offers a practical way forward to integrating and mobilizing the entire organization toward a holistic CRM programme The proprietary framework features six key factors identified as being essential for consistent delivery of service customer focus processes employee involvement training measurement and continuous improvement John Murphy outlines how each of the factors should be owned by an appropriate member of the top management team When this framework is systematically and effectively implemented and managed it will considerably enhance the customer retention capacity of the company The logic of the framework applies to virtually all industries internationally Managers and marketers across the board will find this book one of the most practical guides to retaining customers published to date

Special Reference Briefs ,1983

Service is Front Stage J. Teboul,2006-09-29 This book contains a simple but powerful definition of services based upon a separation between back stage and front stage activities Services deal with front interactions production and manufacturing with back stage operations Teboul uses this distinction to systematically explore the important issues of the field

Total Relationship Marketing Evert Gummesson,2012-05-04 Total Relationship Marketing provides a genuinely unique new view of the meaning of marketing management and a complete introduction to the rapidly evolving field of relationship marketing A major contribution to marketing thought internationally this new edition of Gummesson s seminal title presents a powerful and in depth analysis of modern relationship marketing Highly informative practical in style and packed with examples and cases from real companies it is an essential resource for all serious marketing practitioners as well as both undergraduate and postgraduate students

Handbook of Service Business John R. Bryson,Peter W. Daniels,2015-04-30 Service business accounts for more than 75 per cent of the wealth and employment created in most developed market economies The management and economics of service business is based around selling expertise knowledge and experiences This Handbook co

Strategic Marketing Decision-Making within Japanese and South

Korean Companies Yang-Im Lee, Peter Trim, 2008-11-30 This book acts as a bridge between marketing and strategic management as it is written from a strategic marketing perspective. It provides students and practising managers with an appreciation and an understanding of how managers in Japanese and South Korean companies formulate and implement strategic marketing decisions, how they embrace the organizational learning concept and how they formulate working relationships with staff in partner organizations. It provides an explanation of the role that culture plays in the management process and various problems are cited in the text and solutions are offered that reinforce the theories and concepts covered. A number of case studies highlight the link between theory and practice and the work is structured in a way that allows the reader to think through and reflect upon the key issues associated with decision making within Japanese and South Korean companies. The work is academically underpinned and contains relevant insights for practising managers. The authors draw upon their marketing and management knowledge and expertise in order to contribute to a developing body of general management theory. The methodological approach outlined in the book will facilitate a deeper understanding of how national cultural value systems are linked with organizational cultural value systems and this will enhance interdisciplinary research approaches.

Information Orientation Donald A. Marchand, William J. Kettinger, John D. Rollins, 2001 This book presents the results of an international research project designed to evaluate how effectively people use information and IT to improve business performance. In particular it looks at three dimensions: information behavior and values, information management practices and IT practices and their relationship to business performance. The book combines a focus on business relevance with strong empirical research.

Setting Customer Service Standards Carol A. Singer, 1994

Beyond Traditional Marketing Kamran Kashani, Jean-Pierre Jeannot, Jacques Horovitz, Sean Meehan, Adrian Ryans, Dominique Turpin, John Walsh, 2005-09-27 This book aims to be what every marketing manager needs to know about marketing in today's competitive markets. The idea was born out of repeated comments from IMD clients that there were gaps in the classic literature where innovations in practice had moved ahead of the discipline at an academic level. Each chapter takes a subject that can be defined as being new or relatively new for instance value chain marketing, marketing through collaboration with customers and two way brand building and illustrates how new thinking has led to innovations in practice. The book is full of examples of real world companies who have dealt effectively with the emerging issues and others who have not. Each chapter ends with managerial highlights and actionable summaries.

Airlines: Managing to Make Money Stephen Holloway, 2017-05-15 Drawing on recent developments in the services management, strategic management and brand management literatures, this stimulating and well illustrated book presents critical new approaches to developing customer centered airline strategies. Designed for a wide audience of aviation management students and professionals, it acts as a linking text using a services management approach to integrate strategy, marketing, human resources management and operations. Written in an accessible and practical style, it is the first book to draw together a broad range of knowledge from contemporary

management fields to produce a framework specifically relevant to the airline industry It is an unparalleled resource for students and airline managers alike

Reviewing **From Tin Soldiers To Russian Dolls Creating Added Value Through Services**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**From Tin Soldiers To Russian Dolls Creating Added Value Through Services**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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