

The Marketing Process: Creating and Capturing Customer Value



Creating Capturing Value

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Creating and Capturing Value Garth Saloner, A. Michael Spence, 2002 The Stanford cases are written from the perspective of Silicon Valley the heart of the e commerce revolution Authors are very involved in e commerce companies providing exceptional real world application and relevance

Creating and Capturing Value through Crowdsourcing Christopher L. Tucci, Allan Afuah, Gianluigi Viscusi, 2018-03-16 Examples of the value that can be created and captured through crowdsourcing go back to at least 1714 when the UK used crowdsourcing to solve the Longitude Problem obtaining a solution that would enable the UK to become the dominant maritime force of its time Today Wikipedia uses crowds to provide entries for the world s largest and free encyclopedia Partly fueled by the value that can be created and captured through crowdsourcing interest in researching the phenomenon has been remarkable Despite this or perhaps because of it research into crowdsourcing has been conducted in different research silos within the fields of management from strategy to finance to operations to information systems biology communications computer science economics political science among others In these silos crowdsourcing takes names such as broadcast search innovation tournaments crowdfunding community innovation distributed innovation collective intelligence open source crowdpower and even open innovation This book aims to assemble chapters from many of these silos since the ultimate potential of crowdsourcing research is likely to be attained only by bridging them Chapters provide a systematic overview of the research on crowdsourcing from different fields based on a more encompassing definition of the concept its difference for innovation and its value for both private and public sector

Capturing Value in Digital Health Eco-Systems Felix Lena Stephanie, Ravi S. Sharma, 2021-11-10 The United Nation s Sustainable Development Goals call for the establishment of Good Health and Well being and target a universal digital healthcare ecosystem by 2030 However existing technology infrastructure is ineffectual in achieving the envisioned target and requires massive reconfiguration to achieve its intended outcome This book suggests a way forward with fair and efficient digital health networks that provide resource efficiencies and inclusive access to those who are currently under served Specifically a fair and efficient digital health network that provides a common platform to its key stakeholders to facilitate sharing of information with a view to promote cooperation and maximise benefits A promising platform for this critical application is cloud technology with its offer of computing as a utility and resource sharing This is an area that has attracted much scholarly attention as it is well suited to foster such a network and bring together diverse players who would otherwise remain fragmented and be unable to reap the benefits that accrue from cooperation The fundamental premise is that the notion of value in a digital health ecosystem is brought about by the sharing and exchange of digital information However notwithstanding the potential of information and communication technology to transform the healthcare industry for the better there are several barriers to its adoption the most significant one being misaligned incentives for some stakeholders This book suggests among other findings that e health in its true sense can become fair and efficient if and only

if a regulatory body concerned assumes responsibility as the custodian of its citizens health information so that collaboration for value will replace competition for revenue as the new axiom in delivering the public good of healthcare through digital networks

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Effective Implementation of Transformation Strategies Angelina Zubac,Danielle Tucker,Ofer Zwikael,Kate Hughes,Shelley Kirkpatrick,2022-09-23 This book sheds light on the processes and cognitions used by managers to successfully implement strategies while navigating the strategy and change interface It applies the latest thinking from the resource based literature in particular the idea that high performing organisations have become adept at honing and utilising value creating dynamic capabilities Key processes and cognitions help organisational leaders sense opportunities and threats as well as shrewdly seize strategic opportunities to advantageously enhance performance The book also adopts an institutional view that is it assumes that organisations must satisfy their stakeholders while navigating a range of influences including other organisations markets laws quality standards conventions and cultural norms This book conceptualises corporate strategy as an amalgam of four fundamental strategies the organisation s financial customer value creation resource and non market strategies These strategies address the capital product and services and resource markets as well as various non market institutions Successfully integrating and implementing these four strategies allow organisations to enable their employees multidisciplinary talents By approaching strategy in this way the book demonstrates why it is important to monitor changes to the organisation s strategic context and helps it identify the practices collaborations and projects necessary to achieve spectacular strategic change

Strategic Management Jeffrey H. Dyer,Paul C. Godfrey,Robert J. Jensen,David J. Bryce,2024-02-21 Students enjoy the concise and approachable style of Strategic Management Concepts and Cases 5th Edition Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools this course engages students with an easy to understand learning experience to strategic management concepts that will help them succeed in today s workplace The newest edition of Strategic Management sparks ideas fuels creative thinking and discussion while engaging students via contemporary examples outstanding author produced cases unique Strategy Tool Applications and much more

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Garth Saloner, Andrea Shepard, Joel Podolny, 2005-12-09 Strategic Management wurde speziell für Manager konzipiert die bereits Gesamtverantwortung für ein Unternehmen tragen oder in Zukunft tragen werden Die wesentliche Voraussetzung die sie für diesen Job mitbringen müssen ist eine gut entwickelte Fähigkeit zum strategischen Denken Die Autoren haben hier geeignete Konzepte Methoden und Techniken zusammengestellt mit deren Hilfe diese Fähigkeit entsprechend geschult und weiterentwickelt werden kann Dabei stützen sie sich auf Forschungsergebnisse verschiedener Disziplinen die für das strategische Management von Nutzen sind Schwerpunktartig greifen sie jedoch auf ihren eigenen fachlichen Hintergrund zurück die theoretische und empirische Mikroökonomie und die Organisationstheorie Die Autoren sind Dozenten an der Graduate School of Business der Stanford Universität und unterrichten dort den Pflichtkurs Strategisches Management Das Besondere an diesem Buch ist dass es sich didaktisch an diese Lehrveranstaltung anlehnt und genau auf die Bedürfnisse von angehenden strategischen Managern eingeht **Handbook of Research on Innovations in Technology and Marketing**

for the Connected Consumer Dadwal, Sumesh Singh, 2019-11-15 Connected customers using a wide range of devices such as smart phones tablets and laptops have ushered in a new era of consumerism Now more than ever this change has prodded marketing departments to work with their various IT departments and technologists to expand consumers access to content In order to remain competitive marketers must integrate marketing campaigns across these different devices and become proficient in using technology The Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer is a pivotal reference source that develops new insights into applications of technology in marketing and explores effective ways to reach consumers through a wide range of devices While highlighting topics such as cognitive computing artificial intelligence and virtual reality this publication explores practices of technology empowered digital marketing as well as the methods of applying practices to less developed countries This book is ideally designed for marketers managers advertisers branding teams application developers IT specialists academicians researchers and students **Wiley CMA**

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