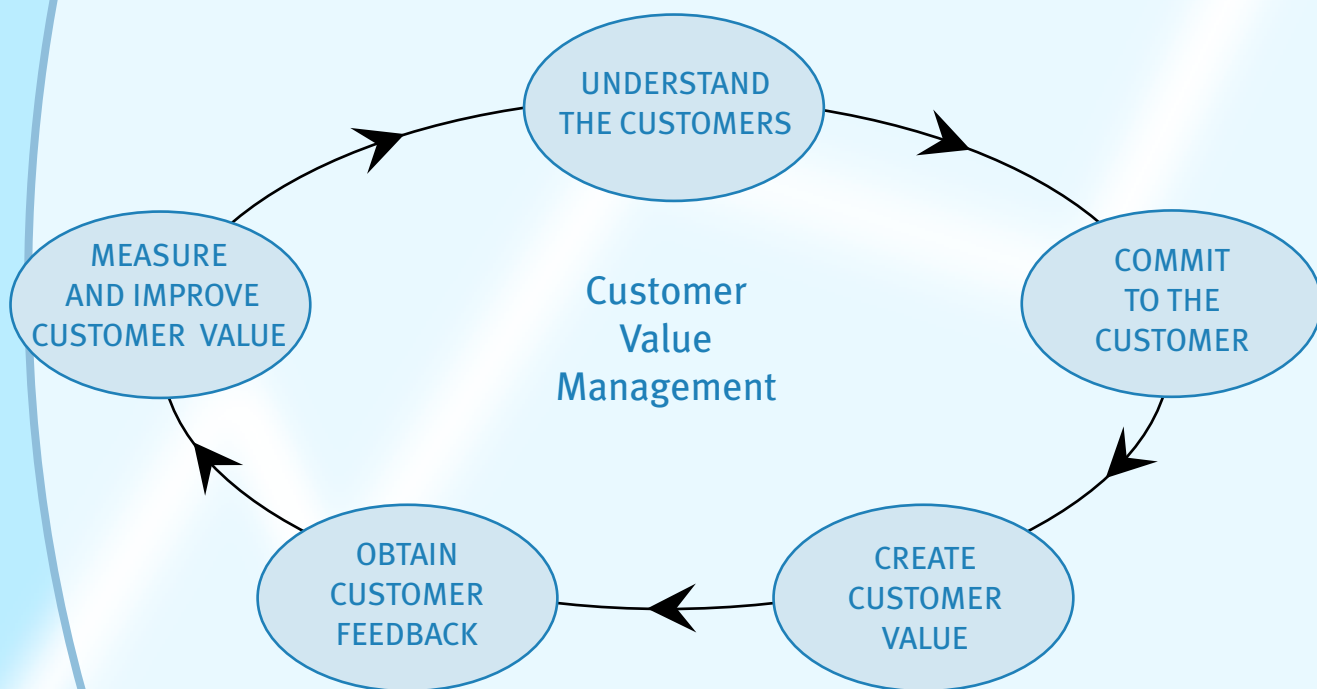




Sustainable Business Growth and Profitability
with Customer Value Management

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The Global CVM and Marketing Excellence Practice based in Switzerland



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«Value-Based Marketing for Bottom-Line Success: 5 Steps to Creating Customer Value»
De Bonis, Balinski and Allen, published for American Marketing Association by
McGraw-Hill, December 2002. ISBN: 0-07-139656-X. (more info: www.pentadigm.com)

Or contact us

Customer Value Management Circle of Excellence (www.customer-value.org), a learning and sharing organization for all involved and/or interested in managing customer value and building customer loyalty.

Benchmark your own CVM performance with MarketAbility's unique CVM Diagnostic.

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Practical Marketing for Value Growth

WE DO... while others only talk

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