

*A Market-Tested Model for Beating the Competition by Giving the Customers the Value They Want*

# Value-Based Marketing for Bottom-Line Success

*J. Nicholas DeBonis, Eric Balinski, and Phil Allen*

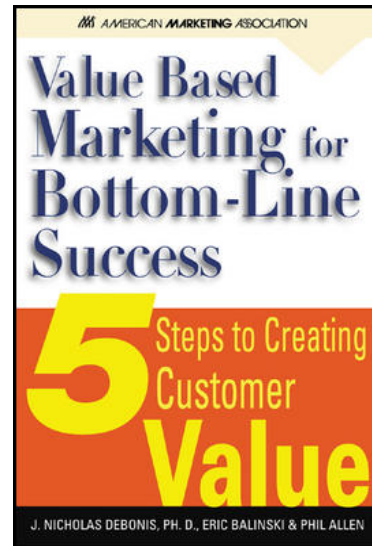
“The value-based marketing approach described in this book reflects a reality for any business manager or leader at any level in the organization; the real game is delivering superior, meaningful value to target customers. Our value commitment to you is that *Value-Based Marketing for Bottom-Line Success* will both change the way you look at customers and your business and give you the knowledge and tools to really make a difference to your performance.”

—From the Preface

*Value-Based Marketing for Bottom-Line Success* provides you with a discovery process for identifying the value most important to your target customers, the framework to deliver that value, and then the method to obtain the feedback necessary to consistently measure and improve upon that value. This fresh approach to the time-proven principles and practices of value development and delivery will show you how to:

- ✓ Provide consistent and real value to each of your customers
- ✓ Make your value package superior to that of your competitors
- ✓ Maintain profitability while continuing to offer top customer value

Tomorrow's industry leaders must start now to align their people, processes, and capital with the value drivers of their customers. Use the five-step model in *Value-Based Marketing for Bottom-Line Success* to determine what those drivers are—and both meet and exceed them, today and well into the future.



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“Any marketing book capable of generating real discomfort and inspiration in equal quantities (like this one does) has to be a ‘must read’. A ‘hands-on,’ practical guide to help you improve your business and delight your customers.”

—Paul J. Snaith, Vice President Marketing, Shell Gas (LPG)

“(Its) practical approach separates it from the plethora of theoretical marketing books. The treasure this book gives us is the template for building our own practical, proven marketing road map.”

—David L. Hilton, Director, New Business Acquisition, Lockheed Martin Corporation, Systems Integration

“...a wake-up call not for just marketing executives but for all members of leadership in an organization who need to understand and deliver on the simple axiom—the company that creates the highest customer value and best customer experience wins ... a “must read” framework for discovering and delivering on a unique and distinguishing value position in the market.”

—Jack Calhoun, CEO Accelare

*See reverse for author bios, table of contents and ordering information*

# ABOUT THE AUTHORS

**J. Nicholas De Bonis, Ph.D.**, is a strategic business consultant who helps global clients identify and achieve measurable performance in business strategy and planning, global strategic marketing, and leadership. Dr. DeBonis is coauthor of the *AMA Handbook for Managing Business to Business Marketing Communications*.

**Eric W. Balinski** is founder and president of Synectix, LLC, a consulting practice that improves profitability, productivity, and motivation of organizations. He previously held leadership positions with global corporations including Allied Signal, Dow Chemical, and GE.

**Phil Allen** is founder and CEO of Marketability, a global marketing excellence practice. After twenty-five years in sales, market research, and marketing at Albright & Wilson Ltd, Bayer AG, Dow Chemical, ECC, and Hilti, he helps major multinationals achieve bottom-line success.

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