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Ideal Customer Profile
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GO-TO-MARKET
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This collection of ten
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chronicles the evolution
of business competition
from mass markets to
markets of one-in other
words, from creating
standardized value

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through mass production to creating customer-unique value through mass customization. The book examines many of the resulting changes in approach to strategy and operations-for example, moving from pushing products to fulfilling individual needs, from focusing solely on market share to

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Mass Customization.

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chronicles the evolution of business competition from mass markets to markets of one — or, as the editors write in the introduction, "from creating standardized value through mass production to creating customer-unique value through mass customization".

Markets of One:

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Creating Customer-
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It's a paradigm shift
away from the one-size-
fits-all way managers
have thought about
markets over the past
century- today, every
individual customer is a
market of one. This
collection of ten...

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Personalized marketing

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(or one-to-one marketing for a segment of one) at the most basic level can be explained as the implementation of a strategy to deliver individualized content to recipients through data collection, analysis, creating contextual content and engaging customers or prospective customers by communicating with

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Creating a Segment of
One - Capgemini

Worldwide Value

30 ways to create
customer value There
was a very fine article in
Harvard Business
Review by Eric
Almquist, John Senior,
and Nicolas Bloch of
Bain Consulting. In this
comprehensive piece,

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they present a Maslow-style hierarchy of needs as the fundamental attribute of a brand image.

The 30 possible ways you can create customer value

The main goal of customer creation is to provide an experience that drives market demand straight into the

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sales channel of the company. This is also the part of the model where businesses can start spending more on marketing. This is because it is only when you have validated your customers that you should begin to spend money marketing to them.

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Model: Understanding
Customer ...

Market segmentation helps your business to better cater to consumer needs, allowing you to build brand loyalty and earn repeat customers.

Segmentation of the customer market can involve creating products designed specifically for that subset of customers.

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Definition of Consumer
Market | Bizfluent

In business markets, one competitive alternative may be that the customer decides to make the product itself rather than purchase it.

We can capture the essence of this definition of value in the...

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Business Marketing: One

Understand What
Customers Value

Sometimes creating
demand for a product is
as simple as letting your
customers sell the
experience for you.

There's no better
example than GoPro.
The company doesn't
have to put in much
effort to...

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7 Marketing Tips To Create A Demand For Your New Product

Customer service has never been so important, yet many firms seem to have lost sight of their customers' needs. Why it's vital to make sure your customers are not just satisfied, but delighted, says Derek Bishop of Culture Consultancy Efficiency

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is a huge challenge for
businesses. However,
the ...

The importance of
exceeding customer ... -
Marketing Donut
The value curve

a
graphic depiction of the
way a company or an
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offering to customers is
a powerful tool for
creating new market

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