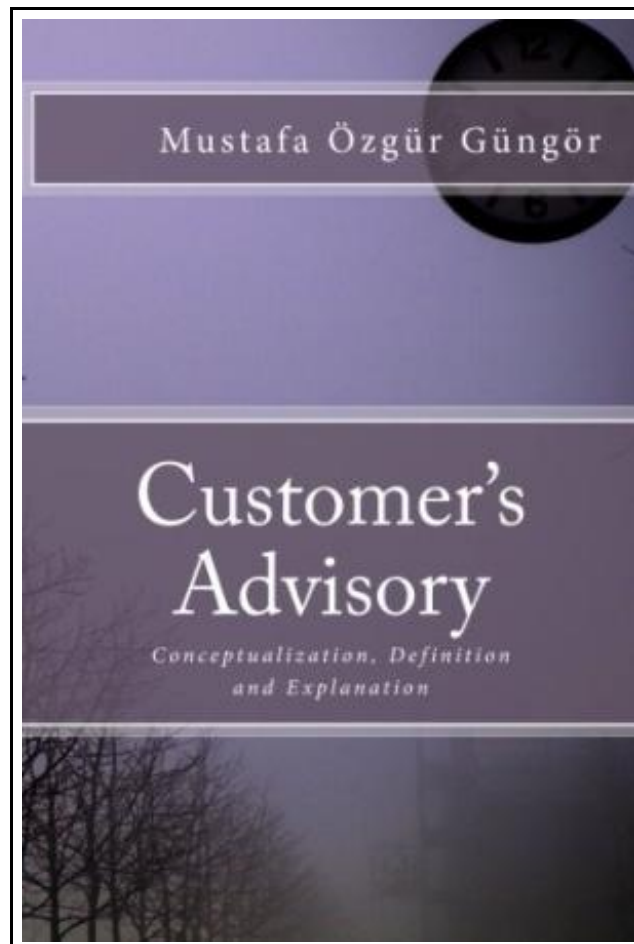


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Createspace, United States, 2009. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In today s globally competitive market, organizations are in need of cultivating an enhanced customer-centric culture. By strategically using customer feedback, the organizations are able to improve interactions across all possible customer touch points, extend customer relationship and lifetime value through better communication and become able to guide product innovation to match emerging market values and demand, so as to assure long term market existence and profitability. Coping with both consumer market dynamics and changes in competition factors via innovativeness, requires a new perspective to consumer behavior to retain advantage from its kinetics thorough understanding of a new approach, namely the customer s advisory in the field of marketing. This book is a result of a dissertation thesis focused mainly in customer feedback and involvement for innovative product and service development. The analysis of theories, conceptualization of the new term, customer s advisory, and the formation of final model to make use of customer s advisory in organizations are presented in detail. The research part of this book has taken place in Turkey, 2008.



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