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Value-ology: Aligning sales and marketing to shape and ...
Value-ology: Aligning Sales and Marketing to Shape and Deliver Profitable Customer Value Propositions by Simon Kelly, Paul Johnston, and Stacey Danheiser. Simon Kelly has 35 years experience in customer service, sales and marketing. At British Telecom, he pioneered the move from 'product push' to 'value-based' selling and marketing.

The Marketing Book Podcast: \"Value-ology\" by Simon Kelly
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Value-ology recognises that the quest to unlock customer value is a combina- tion of objective analysis to unearth customer value, creative insight to tap into customer value, development of value propositions that resonate with custom- ers, effective sales and marketing alignment, consistent execution and feedback mechanisms to improve value offerings.

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