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If your sales and marketing are aligned with each other but not necessarily around your customer, rather than being on the stairway to heaven, you ' ll be on the road to nowhere. "Value-ology" will point you in the right direction. And to listen to an interview with Simon Kelly about "Value-ology", visit MarketingBookPodcast.com

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Value-ology: Aligning sales and marketing to shape and ...

Value-ology Book Subtitle Aligning sales and marketing to shape and deliver profitable customer value propositions Authors. Simon Kelly; Paul Johnston; Stacey Danheiser; Copyright 2017 Publisher Palgrave Macmillan Copyright Holder The Editor(s) (if applicable) and the Author(s) eBook ISBN 978-3-319-45626-3 DOI 10.1007/978-3-319-45626-3 Hardcover ISBN 978-3-319-45625-6

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Value-ology: Aligning sales and marketing to shape and deliver profitable customer value propositions Simon Kelly, Paul Johnston, Stacey Danheiser (auth.)

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It outlines the need for the alignment of Value-Ology with overall Business Strategy together with the imperative for alignment between Marketing and Sales. This alignment theme is further ...

Value-Ology: A blend of strategy and " how to do " tactics

Buy Value-ology: Aligning sales and marketing to shape and deliver profitable customer value propositions 1st ed. 2017 by Kelly, Simon, Johnston, Paul, Danheiser, Stacey (ISBN: 9783319456256) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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