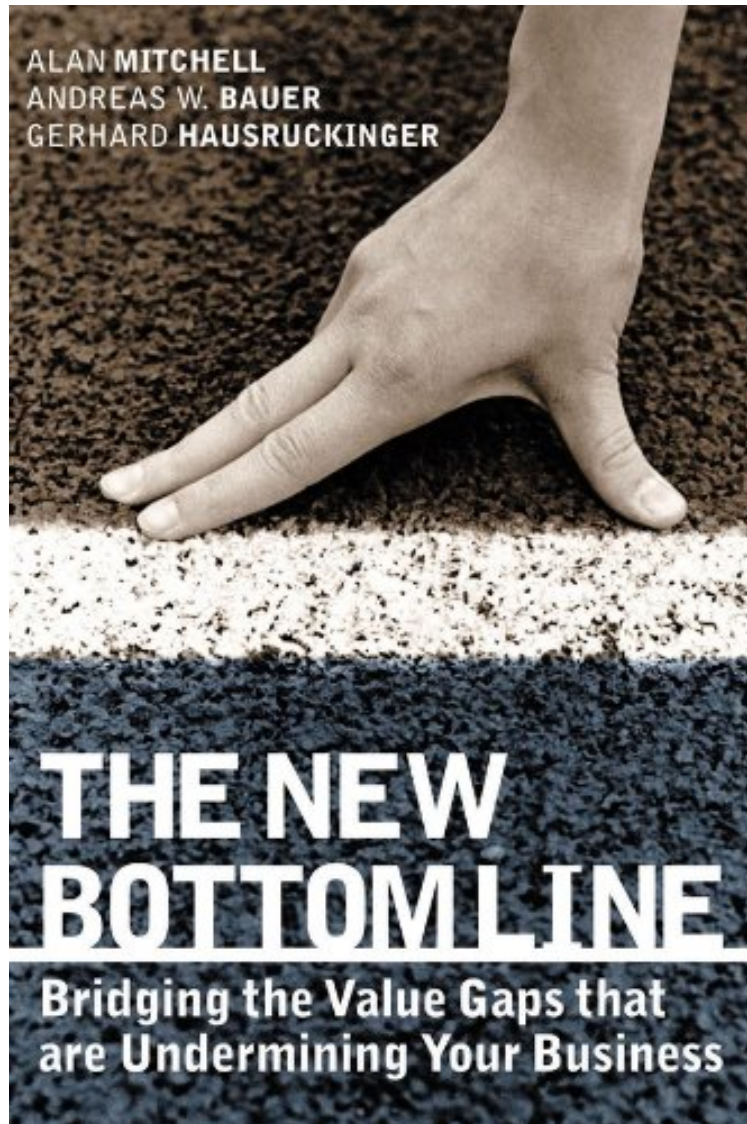


(Free download) The New Bottom Line: Bridging the Value Gaps that are Undermining Your Business

The New Bottom Line: Bridging the Value Gaps that are Undermining Your Business

Alan Mitchell, Andreas W. Bauer, Gerhard Hausrucking
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Alan Mitchell, Andreas W. Bauer, Gerhard Hausrucking : The New Bottom Line: Bridging the Value Gaps that are Undermining Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Bottom Line: Bridging the Value Gaps that are Undermining Your Business:

1 of 1 people found the following review helpful. Getting close to customers By Bill Godfrey This is an extremely detailed exposition of the need for and implications of a shift from what the authors call offering 'product-centric value' to 'person-centric value'. In plain English, this means moving from seeking to persuade customers that what you

have is what they want, to seeking to really know how you can add value for customers by understanding how you can best contribute to their quality of life. The authors argue - convincingly - that the key to profitable survival is to make this change successfully. The authors are successful in conveying the depth of change required for most companies to achieve genuine partnership of this kind. The basic principle that the authors propose is simple. They work logically through the many changes that are needed to move from being a product-centric to a people-centric company. They make the point that this change requires that the company learn a great deal about its customers and that customers supply this information willingly - something that smaller 'niche' companies are likely to find much easier to do than the global giants. The authors also make a brief excursion into relationships between employer and employee, making related points about the importance of building intimacy, trust and loyalty.

This radical, provocative and inspiring book explores a tectonic shift at the very heart of business. A shift that's making the old bottom line of corporate profitability the servant of a new master: a new 'person-centric' bottom line of personal profitability or value 'in my life'. So what? No bottom line? No more profit? Of course not! Every organization must cover its costs. Every business has to make a profit to survive. The authors of *The New Global Line* remarkably show that the necessary requirements for doing so are changing, and why this transformation 'containing important elements of both evolution and revolution' is under way, how it's undermining the foundations of once-great businesses and brands, and how it's throwing up huge new opportunities.

From the Inside Flap Modern companies create value from within their operations - such as offices, shops and factories - and sell this value on to consumers. Their common assumption is that the path to improved profitability lies in doing this better and cheaper. *The New Bottom Line* shows how the next level of wealth creation, and therefore the opportunity for growth, lies along a different dimension - in helping individuals maximize their personal productivity and 'profitability'; in driving forward a new bottom line of 'value in my life'. This shift from 'value from our operations' to 'value in my life' fundamentally changes what successful companies do, and how. No consumer-facing business, whether in manufacturing, retailing, financial services, utilities, telecommunications, leisure, media or marketing is immune from its pressures. As the authors convincingly demonstrate, marketing will never be the same again.

From the Back Cover "The New Bottom Line shows in a convincing way how attitudes of consumers and employees are changing and how as a business one should adapt and respond to this. We at Unilever have spotted very similar trends around the world through our own thrust of 'Re-connect with the consumer' and the book has captured all this eloquently by elaborating on this theme of 'value in my life'." Antony Burgmans, Chairman, Unilever N.V. "The New Bottom Line provides both an innovative vision of consumer value and a practical assessment of how to achieve it. That is a rare, and highly valuable combination." Jacques Edouard Charret, Directeur General, Groupe-Casino "An outstanding book which highlights with sublime clarity radical changes in operating results can only be delivered if managers are prepared to fundamentally alter how they think and how they act. This is a must read book." Simon Gulliford, Marketing Director, Barclays Bank "A breath of fresh air. This innovative and challenging book sets the agenda for consumer facing business for years ahead." Dr Hans-Joachim Kouml;rber, CEO, Metro AG "Generates an exciting new vision of value - and shows how to unleash it." Paul Polman, President Western Europe, Procter Gamble Europe SA "This book gives me a completely new look at business development. Today, many consumer products seem to be only raw materials supplied to people who are the manufacturers of their own lives. It shows clearly how to migrate from product-centric to person-centric value creation and shifts the line between commercial and non-commercial, to expand both personal value as business value." Ronald van Solt, senior vice-president, planning and strategy, Royal Ahold "This book recognizes the "old fashioned" bottom line but adds a totally new dimension to the leadership model. It goes back to the essential starting point for all successful business, and asks the question: what is it that our consumer really wants? There, it brings attention to fundamentals such as our desire for true passion, our urge for solutions, our request to make life easy; eliminating complexity, providing tranquillity and giving time to enjoy quality - the exact formula for minimalistic brands of tomorrow." Torben Ballegaard Sorensen, President and CEO, Bang Olufsen, Denmark

About the Author Alan Mitchell is a leading marketing journalist with a track record of challenging writing in a wide range of publications, including the 'seminal' book *Right Side Up: Building Brands in the Age of the Organized Consumer* (HarperCollins Business, 2001). Andreas W. Bauer is Head of Roland Berger Strategy Consultants' global Consumer Goods and Retail Competence Center. He is a renowned speaker on consumer strategies at industry conferences and author of several books including *Success 2000 Plus*. Dr. Gerhard Hausruckinger is a partner at Roland Berger Strategy Consultants specializing in consumer-facing industries and co-head of the firm's Consumer Goods and Retail Competence Center. He is widely recognized as thought-leader for innovative growth strategies in the FMCG industry.