

customer centrality wharton executive essentials

Customer Centrality Wharton Executive Essentials: Elevating Leadership Through Customer-Focused Strategies

customer centrality wharton executive essentials is more than just a phrase—it represents a transformative approach to leadership and business strategy that prioritizes the customer at every level of decision-making. In today's hyper-competitive marketplace, understanding and implementing customer-centric philosophies is crucial for executives who want to drive sustainable growth and foster lasting loyalty. The Wharton Executive Essentials program on customer centrality distills decades of research and practical insights into actionable frameworks tailored for senior leaders. This article explores the core concepts and benefits of this program, while offering guidance on how to integrate these principles into your executive toolkit.

Understanding Customer Centrality in the Context of Executive Leadership

Customer centrality is fundamentally about putting the customer's needs, preferences, and experiences at the heart of business operations. However, when approached through the lens of executive leadership, it becomes a strategic imperative that shapes company culture, resource allocation, and innovation pipelines.

What Makes Customer Centrality Wharton Executive Essentials Unique?

Wharton's approach to customer centrality stands out because it blends academic rigor with real-world application. The program is designed for executives who need to translate customer insights into strategic initiatives. It emphasizes:

- Data-driven decision-making: Leveraging analytics to understand customer behaviors and predict trends.
- Cross-functional collaboration: Breaking down silos to ensure a unified customer experience.
- Leadership mindset shifts: Encouraging executives to champion customer-centric values across their organizations.

The Role of Emotional Intelligence in Customer Centric Leadership

One of the less talked about but critical aspects of customer centricity is emotional intelligence. Wharton's Executive Essentials highlight how leaders who are attuned to both their customers' and employees' emotional cues can better foster trust and engagement. This emotional connection often translates into more personalized service and stronger brand loyalty.

Key Components of the Customer Centricity Wharton Executive Essentials Program

The program breaks down customer centricity into manageable, strategic pillars that executives can apply immediately within their organizations.

1. Customer Insights and Analytics

Understanding customer data goes beyond basic demographics. Wharton trains executives to dive deep into behavioral analytics, sentiment analysis, and predictive modeling. This empowers leaders to anticipate customer needs and tailor offerings accordingly.

2. Designing Exceptional Customer Experiences

Customer experience design is a crucial pillar. The program teaches frameworks to map customer journeys and identify pain points. Executives learn how to create seamless, memorable interactions that differentiate their brands in crowded markets.

3. Driving Organizational Alignment

Customer centricity requires alignment across all departments. Wharton Executive Essentials emphasize the importance of breaking down internal silos to create a culture where every team—from marketing to operations—works toward a unified customer goal.

4. Innovation with the Customer in Mind

Innovation isn't just about new products; it's about solutions that solve

real customer problems. The program encourages executives to foster a mindset of continuous improvement, driven by customer feedback loops.

Applying Customer Centricity Principles: Practical Insights for Executives

While the ideas behind customer centricity may seem intuitive, implementing them strategically requires intentional effort. Here are some practical approaches inspired by Wharton's teachings.

Embedding Customer Focus into Strategic Planning

Executives should ensure that customer insights are integral to strategic planning sessions. This means setting customer-centric KPIs and regularly reviewing customer feedback as part of performance metrics.

Empowering Teams with Customer Data

Data democratization is key. When frontline employees have access to relevant customer data, they can make informed decisions that enhance service quality. Wharton highlights how enabling teams at every level leads to faster, more responsive customer interactions.

Investing in Leadership Development

Developing a customer-centric culture starts with leadership. Programs like Wharton's Executive Essentials provide tools for leaders to model customer-first behaviors, coach their teams effectively, and champion customer-centric initiatives.

Why Customer Centricity Wharton Executive Essentials Matters in Today's Business Landscape

The rapid pace of technological change and evolving consumer expectations have made customer centricity not just a competitive advantage but a necessity.

Building Resilience Through Customer Loyalty

Companies that genuinely understand and respond to their customers tend to build stronger loyalty. This loyalty acts as a buffer during market disruptions, helping businesses maintain revenue streams and brand equity.

Enhancing Agility with Customer Feedback

Wharton's program teaches that customer-centric organizations are more agile. By continuously listening to customers and adapting accordingly, companies can pivot faster than competitors who operate in silos or ignore customer signals.

Driving Growth in Saturated Markets

In industries where product differentiation is minimal, exceptional customer experiences become the key differentiator. Executives trained in these essentials can unlock new growth opportunities by innovating around customer needs rather than just products.

Integrating Wharton's Customer Centricity Essentials into Your Leadership Style

Adopting a customer-centric mindset requires more than just knowledge—it demands a shift in leadership style.

Leading by Example

Executives must visibly prioritize customer interests, whether in board meetings or public communications. This authentic commitment inspires teams at all levels to follow suit.

Creating Feedback-Rich Environments

Encouraging ongoing dialogue with customers—and within the organization—helps surface insights that drive continuous improvement. Wharton emphasizes the importance of feedback loops as a leadership tool.

Balancing Short-Term Results with Long-Term Customer Value

Customer-centric leaders understand that some investments may not pay off immediately but build long-term loyalty and lifetime value. This balanced perspective is critical for sustainable success.

Exploring customer centricity through the Wharton Executive Essentials program offers a comprehensive roadmap for leaders eager to transform their organizations around the customer. By focusing on data, experience design, organizational alignment, and innovation, executives can create meaningful connections that propel growth and resilience. Ultimately, embracing these principles is about leading with empathy, insight, and a relentless commitment to delivering value where it matters most—the customer's experience.

Frequently Asked Questions

What is the focus of the Wharton Executive Essentials course on Customer Centricity?

The Wharton Executive Essentials course on Customer Centricity focuses on strategies and practices that put the customer at the center of business decision-making to drive growth and loyalty.

Who is the target audience for the Customer Centricity course in Wharton's Executive Essentials series?

The course is designed for business leaders, executives, and managers who want to enhance their understanding of customer-focused strategies to improve business outcomes.

What key skills can participants expect to gain from the Customer Centricity Wharton Executive Essentials course?

Participants will learn how to analyze customer needs, create customer-centric value propositions, design effective customer experiences, and implement customer-focused business models.

How does the Wharton Executive Essentials course on

Customer Centricity help improve customer experience?

The course provides frameworks and tools to understand customer preferences and behaviors, enabling businesses to tailor their products, services, and interactions to meet customer expectations effectively.

Is the Customer Centricity course offered by Wharton Executive Essentials available online?

Yes, the Customer Centricity course is available online, allowing participants to learn flexibly at their own pace while accessing top-tier content from Wharton faculty.

Can the Customer Centricity course from Wharton Executive Essentials benefit companies in all industries?

Absolutely, the principles of customer centricity taught in the course are applicable across industries, helping companies improve customer loyalty and competitive advantage regardless of sector.

What distinguishes the Wharton Executive Essentials Customer Centricity course from other customer-focused business courses?

This course leverages Wharton's rigorous academic research and real-world business insights, offering a blend of theoretical knowledge and practical applications designed for executives seeking tangible results.

Additional Resources

Customer Centricity Wharton Executive Essentials: Elevating Leadership in the Modern Business Landscape

customer centricity wharton executive essentials represents a strategic learning initiative designed to equip senior executives and business leaders with the tools, frameworks, and insights needed to embed customer-focused thinking into their organizational DNA. As companies worldwide grapple with increasingly sophisticated consumer expectations and rapidly evolving market dynamics, the Wharton Executive Essentials program emerges as a critical resource. It not only articulates the principles of customer centricity but also offers actionable strategies to drive sustainable growth through a customer-first approach.

This article provides a comprehensive exploration of the Customer Centricity

Wharton Executive Essentials program, analyzing its core components, pedagogical strengths, and relevance in today's competitive environment. Through a professional review lens, the discussion highlights how this executive education offering aligns with contemporary business challenges and advances leadership capabilities.

Understanding Customer Centricity in Executive Education

Customer centricity goes beyond traditional customer service or satisfaction metrics; it entails a holistic orientation where every facet of a company's operations, culture, and strategy is aligned to deliver maximum value to customers. The Wharton Executive Essentials program recognizes this paradigm shift, focusing on transforming leaders' mindsets to prioritize the customer at every decision point.

The program is rooted in Wharton's renowned research and thought leadership, leveraging empirical data and case studies from top global organizations. It distills complex concepts such as customer lifetime value, experience design, and behavioral economics into digestible modules tailored for busy executives. This approach ensures that participants not only grasp the theoretical underpinnings but also can apply them pragmatically within their organizations.

Core Components of the Wharton Executive Essentials Customer Centricity Program

The curriculum is structured around several key pillars that form the foundation of customer centricity:

- **Customer Insights and Analytics:** Understanding customer behavior through data-driven analysis, enabling leaders to predict needs and personalize experiences effectively.
- **Organizational Alignment:** Strategies to synchronize marketing, product development, and service teams around a shared customer vision.
- **Value Creation and Delivery:** Designing products and services that resonate with customer expectations and deliver tangible benefits.
- **Innovation and Customer Experience Management:** Fostering a culture of innovation that continually enhances the customer journey and builds loyalty.
- **Leadership and Change Management:** Equipping executives to champion

customer-centric transformations within complex corporate environments.

These components reflect Wharton's commitment to providing a comprehensive toolkit that addresses both strategic and tactical dimensions of customer centricity.

Why Customer Centricity Matters for Today's Executives

In an era where digital disruption and globalization have intensified competition, companies can no longer rely solely on product superiority or cost leadership. Instead, customer centricity has emerged as a critical differentiator. The Wharton Executive Essentials program underscores that executives who master customer-centric strategies are better positioned to:

1. **Drive Revenue Growth:** By deepening customer relationships, businesses unlock cross-selling, up-selling, and retention opportunities.
2. **Enhance Brand Equity:** Customers who feel valued become brand advocates, amplifying market presence organically.
3. **Reduce Operational Costs:** Targeted customer insights enable more efficient allocation of resources and reduce churn-related expenses.
4. **Navigate Market Shifts:** Agile, customer-focused organizations can respond swiftly to changing preferences and emerging trends.

The Wharton program's emphasis on executive leadership ensures that these benefits are realized at the highest organizational levels, fostering a top-down commitment to customer-centric transformation.

Comparing Wharton's Approach to Other Executive Education Offerings

While numerous institutions offer courses on customer centricity, Wharton's Executive Essentials stands out due to its blend of academic rigor and practical application. Unlike programs that focus narrowly on marketing or customer service, Wharton integrates cross-functional perspectives, including finance, operations, and leadership development.

Moreover, the program's modular design allows executives to engage with content flexibly, accommodating their demanding schedules. The inclusion of

real-world case studies from diverse industries enriches learning by showcasing how customer centricity manifests in different contexts. These differentiators elevate the program as a premier choice for executives committed to embedding customer-centric values within their enterprises.

Implementing Learnings from Customer Centricity Wharton Executive Essentials

One of the program's strengths lies in its actionable frameworks that participants can immediately deploy. For example, the Net Promoter Score (NPS) methodology is explored not just as a metric but as a catalyst for organizational change. Executives learn how to interpret NPS data, link it to financial outcomes, and mobilize teams around enhancing customer advocacy.

Another practical takeaway is the customer journey mapping exercise, which helps leaders visualize touchpoints and identify friction areas. This method fosters empathy and drives targeted improvements, whether in digital interfaces, in-store experiences, or after-sales support.

Crucially, the program addresses the common challenge of aligning diverse stakeholders behind customer-centric initiatives. Techniques in change management and communication empower executives to overcome resistance and embed customer-focused mindsets company-wide.

Pros and Cons of the Wharton Executive Essentials Program on Customer Centricity

Assessing the program's impact requires weighing its advantages against potential limitations:

- **Pros:**

- Strong theoretical foundation combined with practical tools.
- Access to Wharton's faculty expertise and cutting-edge research.
- Flexible delivery formats suited for busy executives.
- Emphasis on leadership and organizational change.

- **Cons:**

- Program intensity may require significant time commitment.

- Cost can be prohibitive for smaller organizations or individual professionals.
- Some content may assume a baseline familiarity with business analytics, potentially challenging for novices.

Despite these considerations, the program's value proposition remains compelling for executives seeking to lead customer-centric transformations effectively.

Broader Implications of Customer Centricity Training in Executive Leadership

The ripple effects of programs like Wharton's Executive Essentials extend beyond individual companies. As more leaders internalize customer-centric principles, the overall marketplace evolves toward greater transparency, responsiveness, and innovation. This shift benefits consumers through improved products and services and fosters healthy competition based on genuine value creation.

Furthermore, in sectors such as healthcare, finance, and technology, where customer trust is paramount, executive education in customer centricity can catalyze ethical leadership and socially responsible business practices.

By embedding these competencies into their strategic arsenal, executives contribute to building resilient organizations that can thrive amid uncertainty and disruption.

In summary, the customer centricity Wharton Executive Essentials program represents a vital resource for contemporary leaders aiming to champion customer-focused strategies. Its comprehensive curriculum, grounded in research and enriched with practical tools, addresses the multifaceted nature of customer centricity in today's complex business environment. As organizations increasingly recognize the imperative of placing customers at the heart of their operations, executive education offerings like Wharton's will play an indispensable role in shaping the future of leadership and competitive advantage.

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customer centricity wharton executive essentials: The Customer Centricity Ebook Collection (3 Books) Peter Fader, Bruce G. S. Hardie, Michael Ross, Sarah E. Toms, 2024-07-23 Available for the First Time—Three Books in One! The Customer Centricity Ebook Collection is a must-have for any business leader looking to understand and implement customer-centric strategies. This collection includes three essential books by renowned experts Peter Fader, Bruce Hardie, Michael Ross, and Sarah Toms, all of whom are leaders in the field of customer centricity. The collection includes three books in a single volume: Customer Centricity, by Peter Fader The Customer Centricity Playbook, by Peter Fader and Sarah Toms The Customer-Base Audit, by Peter Fader, Bruce Hardie, and Michael Ross The Customer Centricity Ebook Collection offers a comprehensive guide to understanding, implementing, and measuring the impact of customer-centric strategies.

customer centricity wharton executive essentials: CUSTOMER CENTRICITY DERRICK SEKIZIYIVU, 2025-07-12 In today's crowded marketplace, the brands that win aren't just the ones with the best products—they're the ones that make people feel seen, valued, and remembered. CUSTOMER CENTRICITY is your roadmap to building a business that customers don't just buy from—but return to, rave about, and recommend. This isn't about gimmicks or quick wins—it's about designing an ecosystem where every touchpoint, interaction, and experience revolves around one goal: delivering exceptional value from the customer's perspective. Whether you lead a fast-growing startup, an established business, or a service-based organization, this book equips you with the tools to build trust, emotional connection, and fierce loyalty. In this practical guide, you'll learn how to: Design customer journeys that turn first-time buyers into lifelong fans Create emotional engagement that drives retention and advocacy Identify and eliminate friction points across your customer experience Train your team to think and act with a customer-first mindset Measure what matters: loyalty, satisfaction, and true customer lifetime value Build systems that deliver consistency, personalization, and delight at scale With real-world examples, actionable frameworks, and timeless principles, CUSTOMER CENTRICITY shows you how to rise above the noise and make your business unforgettable in the hearts and minds of your customers. If you're ready to build a brand people love—and stay loyal to—this book will show you how.

customer centricity wharton executive essentials: Customer-Centricity in Organized Retailing Manoj Kumar Dash, Manash Kumar Sahu, Jishnu Bhattacharyya, Shivam Sakshi, 2023-06-26 This book provides a compendium of cutting-edge knowledge for an efficacious retailing strategy, with lessons from the organized retailing sector in India. It explores customer needs and their impact on developing successful retailing strategies and organized retailing in emerging economies with changing consumer behavior. It discusses the importance of developing appropriate retailing strategies in the context of an emerging economy, being agile and forward-thinking to implement a customer-centric approach across the retail value chain's upstream and downstream actions, and the requirement of clarity on the exact tools and techniques that will allow the retailers to move from their present product-centric state to the looked-for customer-centric state. This book

aids the practitioners in developing and adopting a culture of customer-centricity and focuses on various retail strategy concepts and their implementation. It aims to present the multifaceted and multifarious questions of retail marketing in two studies, where each study provides a comprehensive solution.

customer centricity wharton executive essentials: Kunden begeistern mit System

Franz-Rudolf Esch, Daniel Kochann, 2019-03-13 Mit diesem Buch erhalten Sie das E-Book inklusive! Wie Kundenfrust zu Kauflust wird Warteschleifen in der Telefonhotline. Digitale Anfragen, die versanden. Unfreundliche Mitarbeiter. Angebote, die nicht zu Ihren Bedürfnissen passen. Wann waren Sie zum letzten Mal von einer Marke begeistert? Egal, ob stationär oder digital, B2C oder B2B: Manche Firmen scheinen Kunden nicht zu wollen. Und wundern sich am Ende, warum der Umsatz nicht stimmt. Die Marken- und Kundenexperten Franz-Rudolf Esch und Daniel Kochann erklären, wie Unternehmen den Kunden wirklich in den Mittelpunkt Ihres Handelns stellen, die Kundenreise analysieren und das Erleben an den Kontaktpunkten so steuern, dass Wow-Erlebnisse entstehen. Am Ende einer begeisternden Customer Journey stehen Kunden, die gerne wieder kommen. Der Weg zum Ziel: fünf Schritte, die systematisch zu durchlaufen sind!

customer centricity wharton executive essentials: Innovatives Customer Relationship

Marketing Manuel Hinz, Dr. Markus Wübben, 2018-09-03 Das CRM-Handbuch für Einsteiger und Profis im Bereich Kundenmanagement und Marketing. Entdecken Sie neue, innovative Wege, Ihre Bestandskunden anzusprechen und langfristig zu halten. Dieser Band ist eine Sammlung an Themen, Thesen und Inhalten, mit denen wir uns bei CrossEngage in den letzten Jahren befasst haben und die wir als entscheidend für die erfolgreiche Implementierung eines zeitgemäßen Kundenbeziehungsmanagements und einer Optimierung der Customer Journey ansehen. Denn eine nachhaltige Kundenbetreuung und Personalisierung der Kommunikation hat langfristig nicht nur positive Auswirkungen auf das Customer Engagement, die Kundenzufriedenheit und Customer Loyalty, sondern auch den Umsatz von Unternehmen im B2C- und B2B-Bereich. Wir freuen uns sehr, dass der Trend zu fortgeschrittenem Customer-Relationship-Management (CRM) und Marketing mehr und mehr die aus unserer Sicht nötige Aufmerksamkeit findet. Darüber hinaus werden auch einige generelle Themen beziehungsweise Grundlagen behandelt und angerissen, ohne den Anspruch auf eine vollständige Abdeckung der Themenbereiche, die in entsprechender Vertiefungs- und Grundlagenliteratur bereits gegeben ist. Uns geht es vielmehr darum, bekannte wie neue Konzepte sowie aktuelle Entwicklungen und Trends in einen Zusammenhang zu bringen und ein Bild der aktuellen Landschaft des CRMs und zu Teilen auch des Online-Marketings zu skizzieren. Zu vielen Themen haben wir mit Experten aus verschiedenen Branchen gesprochen – über Ideen, Konzepte, technische Möglichkeiten sowie operative und organisatorische Aspekte und Erfahrungen. Nach einer allgemeineren Einführung, die aktuelle Entwicklungen beleuchtet und einen größeren Kontext für die darauffolgenden Kapitel bereitstellt, gehen wir auf die drei Stützpfeiler der Kundenbindung ein: Strategie: Wie lassen sich Kampagnen-Ziele und konkrete Marketing-Kampagnen von den Zielen des Unternehmens ableiten und strategisch sinnvoll umsetzen? Wie wird der gesamte Kundenlebenszyklus, von der Kundenakquise bis hin zur Kundenrückgewinnung, idealerweise gestaltet und auf die Zielgruppen ausgerichtet? Technologie: Welche Vor- und Nachteile haben verschiedene Software-Plattformen für die Umsetzung erfolgsorientierter Cross-Channel-Kampagnen? Wie unterscheiden sich die Anbieter in Bezug auf die Konsolidierung von komplexen Kundendaten, Verarbeitung großer Datenmengen, Marketing-Automatisierung, Echtzeit-Fähigkeit und die Aussteuerung von Kampagnen? Organisation: Wie verändern sich organisatorische Strukturen, um dem Wandel von kanal- zu kundenorientierten Maximen Rechnung zu tragen? Wie setzen moderne Unternehmen ihre personellen Ressourcen für ein kanalübergreifendes Kampagnen-Management ein? Die CRM- oder Marketingstrategie gibt die grundsätzliche Stoßrichtung vor und dient damit als Grundlage für die Unternehmensstruktur sowie entsprechende Marketing-Ziele und -Maßnahmen, die Markt-Segmentierung, Prozesse, Ressourcen und Kompetenzen. Technologie, insbesondere CRM-Systeme und -Software, steht in diesem Werk an zentraler Stelle, um der gestiegenen Relevanz

digitaler Entwicklungen und daraus erwachsener Potentiale Rechnung zu tragen. Eine ambitionierte Ausgestaltung von Unternehmensstrategie und -organisation vermag ohne die Integration relevanter technischer Ressourcen kaum auf den Gesamterfolg moderner Unternehmensführung auszuwirken.

customer centricity wharton executive essentials: Managing Customer Experience and Relationships Don Peppers, Martha Rogers, 2016-10-25 Boost profits, margins, and customer loyalty with more effective CRM strategy Managing Customer Experience and Relationships, Third Edition positions the customer as central to long-term strategy, and provides essential guidance toward optimizing that relationship for the long haul. By gaining a deep understanding of this critical dynamic, you'll become better able to build and manage the customer base that drives revenue and generates higher margins. A practical framework for implementing the IDIC model merges theory, case studies, and strategic analysis to provide a ready blueprint for execution, and in-depth discussion of communication, metrics, analytics, and more allows you to optimize the relationship on both sides of the table. This new third edition includes updated examples, case studies, and references, alongside insightful contributions from global industry leaders to give you a well-rounded, broadly-applicable knowledge base and a more effective CRM strategy. Ancillary materials include a sample syllabus, PowerPoints, chapter questions, and a test bank, facilitating use in any classroom or training session. The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives. This book provides a robust foundation in CRM principles and practices, to help any business achieve higher customer satisfaction. Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer. If your company is to meet performance and profitability goals, effective customer relationship management is the biggest weapon in your arsenal—but it must be used appropriately. Managing Customer Experience and Relationships, Third Edition provides the information, practical framework, and expert insight you need to implement winning CRM strategy.

customer centricity wharton executive essentials: Data-Centric Business and Applications Peter Štarchoň, Solomiia Fedushko, Katarína Gubíniová, 2024-08-07 This book explores the profound impact of data on company operations, decision-making, and application development. The book delves into sophisticated information and knowledge management principles, including data governance, analytics, knowledge discovery, and artificial intelligence. The subject encompasses data-centric business models, emerging technology, and ethical considerations. Each chapter is authored by an expert in the area who offers important insights into the influence of data on the advancement of business and application development. The material herein is appropriate for a diverse audience, encompassing academics, practitioners, business professionals, and researchers. The editors sincerely appreciate the writers for their significant contributions, which have been crucial in developing an essential resource for studying and advancing data-centric businesses and applications.

customer centricity wharton executive essentials: Customer Relationship Management Essentials Harendra Phadke, 2025-02-20 Customer Relationship Management Essentials explores the evolution of CRM strategies and technologies, taking a holistic approach to provide concepts, tools, and strategies. We introduce key concepts and metrics necessary to understand and implement CRM strategies, describe a successful CRM implementation process, and discuss techniques for making strategic marketing decisions using customer lifetime value. Given the ongoing digital transformation, CRM has become a crucial strategy encompassing various tactics essential in today's economy. Our book offers a comprehensive overview of CRM and database marketing, along with approaches to strategic CRM, CRM strategy implementation, and customer value metrics. We cover the steps needed to manage profitable customer relationships, emphasizing the importance of understanding customer value and measuring customer lifetime value. Additionally, we analyze the application of CRM strategies in loyalty programs, marketing campaigns, and channel management. This book is an invaluable study companion for students,

teachers, and CRM practitioners. It helps readers gain a comprehensive understanding of CRM strategy, use practical cases to apply concepts, and explore the latest developments in CRM and social media.

customer centricity wharton executive essentials: Innovation Prowess George S. Day, 2013-04-16 A framework for achieving superior rates of organic growth Achieving superior growth through innovation is a top strategic priority for all companies. Yet most management teams struggle to reach their firm's ambitious growth targets and suffer slow growth. What distinguishes these growth laggards from growth leaders like IBM, Nike, LEGO, American Express, Amazon, and Samsung that realize their full potential for growth? Wharton professor George S. Day shows that growth leaders use their innovation prowess to accelerate their growth at a faster rate. In this essential guide, Day reveals how to build this prowess by combining discipline in growth-seeking activities with an organizational ability to innovate. Day shows managers how to set a growth strategy that is realistic while still stretching the organization; search for the best growth opportunities along the full spectrum of 14 growth pathways; aim their growth-seeking activities toward the creation of new customer value; learn to profit from the uncertainty of innovation by successfully assessing and containing risk; build the organizational muscle to implement an ambitious growth strategy; and move faster from ideas to impact. With the strategies, processes, and methods discussed in Innovation Prowess, leaders can build a tested and comprehensive strategy for driving organic growth year after year. The Wharton Executive Essentials Series The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and offers a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

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customer centricity wharton executive essentials: Global Brand Power Barbara E. Kahn, 2013-03-05 The branding bible for today's globalized world Today, brands have become even more important than the products they represent: their stories travel with lightning speed through social media and the Internet and across countries and diverse cultures. A brand must be elastic enough to allow for reasonable category and product-line extensions, flexible enough to change with dynamic market conditions, consistent enough so that consumers who travel physically or virtually won't be confused, and focused enough to provide clear differentiation from the competition. Strong brands are more than globally recognizable; they are critical assets that can make a significant contribution

to your company's bottom line. In *Global Brand Power*, Kahn brings brand management into the 21st century, addressing how branding contributes to the purchase process and how to position a strong global brand, from identifying the appropriate competitive set, offering a sustainable differential advantage, and targeting the right strategic segment. This essential guide also covers how customer ownership of your brand affects marketing strategy, methods for assessing brand value, how to manage a brand for long-term profitability, effective brand communications and repositioning strategies, and how to manage a brand in a world of total transparency—where one slip-up can go around the world via social media instantaneously. Filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands, *Global Brand Power* is the only book you will need to implement an effective brand strategy for your firm.

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customer centricity wharton executive essentials: Customer Relationship Management Francis Buttle, Stan Maklan, 2015-02-11 Customer Relationship Management Third Edition is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. NEW TO THIS EDITION: Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management.

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