

## **Building Routes To Customers Proven Strategies For Profitable Growth Building Routes To Customers Proven Strategies For Profitable Growth By Raulerson Peter Author Oct 29 2010 Paperback**

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### **Building Routes To Customers Proven**

I believe the title, "Building Routes to Customers: Proven Strategies for Profitable Growth," is very well chosen. Companies need to "build" routes to customers - that means strategic and active selection, full enablement at all levels, and applying appropriate metrics to gain insights into their ongoing performance.

### **Building Routes to Customers: Proven Strategies for ...**

Building Routes to Customers explains the powerful "Routes-to-Market" approach for driving profitable growth. World-class organizations including IBM, Microsoft, HP, Cisco, Hitachi, Adobe and Plantronics, and hundreds of smaller companies, have adopted RTM to develop and execute highly successful

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Building Routes to Customers: Proven Strategies for Profitable Growth - Kindle edition by Raulerson, Peter, Malraison, Jean-Claude, Leboyer, Antoine. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Building Routes to Customers: Proven Strategies for Profitable Growth.

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Building routes to customers : proven strategies for profitable growth. [Peter Raulerson; Jean-Claude Malraison; Antoine Leboyer] -- In this book, the authors reveal the principles of the 'Routes-to-Market' (RTM) approach that have been implemented in leading companies around the world to analyze customer support options, manage ...

### **Building routes to customers : proven strategies for ...**

Introduction. Building Routes to Customers explains a powerful approach to maximizing your organization's success by getting the right products and services to the right customers through the right channels at the right time. World-class organizations and fledgling startups alike have employed these strategies and tactics to achieve profitable growth in volatile markets.

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### **building routes to customers proven strategies for ...**

Building Routes to Customers demonstrates the power of fact-based marketing to take the art of marketing to new levels, especially for technology marketers in fast-changing markets." -- Gregory L. Ness, Vice President - Marketing, Blue Lane Technologies Inc. "This book is immensely valuable read.

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### **Building Routes to Customers : Proven Strategies for ...**

Building Routes to Customers Proven Strategies for Profitable Growth fyA Springer. Contents Preface vii Acknowledgments ix Prologue xv 1 What Is Routes-to-Market? 1 The Route Concept 3 Example Routes: Dell, Hewlett-Packard, and Lenovo 4 Optimizing Route Costs 6 Changing the Routes as the Market Evolves 7 Routes for Mobile Phone Headsets 9

### **Proven Strategies for Profitable Growth**

Building Routes to Customers explains the powerful Routes-to-Market approach for driving profitable growth. World-class organizations including IBM, Microsoft, HP, Cisco, Hitachi, Adobe and Plantronics, and hundreds of smaller companies, have adopted RTM to develop and execute highly successful go-to-market strategies and tactics.

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