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Delivering Value To Customers | McKinsey

Delivering Value To Customers. Every Product Or Service Gives Customers Some Benefit, For Which They Are Willing To Pay Up To Some Maximum Price. In Microeconomic Terms, This Maximum Is The "reservation Price," Or, In Golub And Henry's Lexicon, Simply The Value The Customer Ascribes To The Product. Jul 16th, 2019

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In Essence, For Any Goods Or Service You Deliver To A Customer, Having Utility Means That The Customer Can Enhance The Performance Of Their Own Assets, Or Remove Some Sort Of Constraint That Prevents Them From Receiving More Value From Their Assets. If It Is A Car Wash, The Car Has To End Up Clean. Jun 14th, 2019

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What Is Customer Value And How Can You Create It ...

Customer Value Is The Perception Of What A Product Or Service Is Worth To A Customer Versus The Possible Alternatives. Worth Means Whether The Customer Feels S/he Or He Got Benefits And Services Over What S/he Paid. In A Simplistic Equation Form, Customer Value Is Benefits-Cost ($CV=B-C$). Jul 4th, 2019

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