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Get this from a library! Customer-centered products : creating successful products through smart requirements management. [Ivy F Hooks; Kristin A Farry] -- "This book will show you, as a manager, how to prevent failure by guiding and empowering your people to define and understand the right requirements early in the product

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## **Customer Centered Products: Creating Successful Products ...**

At most companies the culture remains product-focused or sales-driven, or customer centricity is considered a priority only for certain functions such as

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marketing. ... helping and create mini ...

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### **6 Ways to Build a Customer-Centric Culture**

Management must make very clear through their entire organization that quality products begin long before design and manufacture. These products find their genesis in quality

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requirements. To summarize, Customer-Centered Products is a must read for anyone involved/interested in product development or sourcing.

## **Customer-Centered Product Development: Creating Successful**

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What's customer-centered: Rewarding



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prevention of hassles and creation of mutual value, both formally and informally, as top success criteria. Why it matters: Criteria for promotions, raises, hiring, bonuses, budget expansion and recognition drive behavior even more than goals and values. 7.

## **Customer-Centered Business: 10**

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Product-centered businesses emphasize developing superior products, adding new features and improving internal processes and efficiency. Yet even though focusing on customers is often regarded as the best approach, it seems as though product-centered businesses are more common.

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## **Is Your Company Product-Centered or Customer-Centered?**

As understood, in this innovative era, modern technology will certainly reduce you in doing some activities. Also it is just reading the visibility of book soft documents of Customer Centered Products: Creating Successful Products

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gain a clear understanding of how to elicit the right requirements early on in a project - and make the right product the first time.

## **Customer-centered Product Development: Creating Successful**

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But, a customer-centric company is

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more than a company that offers good customer service. Both Amazon and Zappos are prime examples of brands that are customer-centric and have spent years creating a culture around the customer and their needs.

## **How to Create a Customer Centric Strategy For Your Business**

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Management must make very clear through their entire organization that quality products begin long before design and manufacture. These products find their genesis in quality requirements. To summarize, Customer-Centered Products is a must read for anyone involved/interested in product development or sourcing.

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Hardcover Authors: Ivy F. Hooks, Kristin  
A. Farry ISBN10: 0814405681 Published:  
2000-09-11 Most often, the reason for



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costly do-overs is a failure to understand the real requirements of a product. This highly practical book shows you how to elicit the right requirements at the start of a ...

## **Customer Centered Products: Creating Successful Products ...**

Well, placing customers at the very

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heart of everything a company does makes total business sense. In fact, research by Deloitte shows customer-centric companies are 60% more profitable when compared to companies that don't focus on the customer.

## **5 Key Considerations When Creating a Customer-Centric ...**

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For a successful digital transformation, learn from customer success teams, not agile coaches. If you're working to create a product-led culture or embarking on a digital transformation, insights from your customer success team, not agile coaches, will provide the greatest likelihood of success.

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