

# Value Creation: The Definitive Guide for Business Leaders

Gautam Mahajan

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A very timely book on why and how companies must embrace and implement value creation culture!

Jagdish N. Sheth



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for Business Leaders

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**Gautam Mahajan : Value Creation: The Definitive Guide for Business Leaders** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Value Creation: The Definitive Guide for Business Leaders:

0 of 0 people found the following review helpful. Excellent Desk Reference for Everything Value Creation By Jim Carras I found this book to be an excellent desk reference discussing customer Value Creation. Gautam Mahajan captured the spectrum of how CEO's ensure they remain ahead of competition by setting a strategy with what their customer perceive as value. He touches on all stakeholder groups and the positive impacts they receive with value creation. The book also describes why "Sustainable Value Creation is a Core Business Strategy." Help yourself and

your company apply the core beliefs of creating value for your customers, employees and management. The book will shift your focus to Creating Value for the entire business ecosystem and not just for your shareholders. 0 of 0 people found the following review helpful. Create Value for customers, because it is right! By Vijay Raghavan Gautam Mahajan is unmistakably prolific. In 364 pages, he offers a thorough consideration of focus on Value Creation as the preferred business posture. And in this, the dawn of the digital era, big data does make crafting of value proposition a much more plausible and tangible task. In this model, the focus of the CEO (the intended audience) is directed towards people, not profit. "Apply a laser focus to creating value for customers, employees, suppliers—and even society as a whole—and profit will naturally follow," he argues. In the first third, Mahajan spares no effort in persuading the reader of the book to assimilate this message. While this section of the book could have either withstood some hefty editing or been improved by injecting some of the examples and case studies, offered in later portions of the book, sooner, its length and Mahajan's enthusiasm clearly serve to effectively re-orient the CEO to the customer's position in terms of desired and perceived value. The CEO is prodded to consider the many ways in which his or her business might have failed to create value for the customer as opposed to solely (and with considerable self-sabotage) extracting value from said customer. Set up to offer small, quickly digested essays in no particular order, the second two-thirds of the book provides an abundance of fat for the reader to chew. Mahajan spends time in these sections offering examples, market studies, formulas, and resourceful strategies for effectively correcting the course of modern businesses. 0 of 0 people found the following review helpful. The Future of Value By Todd C Snelgrove VP Marketing ABBI just finished reading Gautam's book, "Value Creation—The Definitive Guide for Business Leaders"; I could not put it down. The reason being that for all companies that talk about customer value as their core differentiator, this book gives a roadmap to that better place. Looking at the future and how new customer value can be created in a marketplace, when customers have more options, more noise, and less time. The future will have two types of companies within an industry, successful ones who create customer value and can find ways to get paid for that value, and the ones that never find a true positioning of their brands and constantly are trying to figure out where or if they are relevant to the market and are left competing on lowest price. For companies and executives that want to put themselves in the winners circle for centuries to come they must understand and implement the ideas put forth in this book, for the new word of Value. Todd Snelgrove Global Vice President Value SKF.

Increasing disruption, diminishing returns, and demanding Customers require business leaders to create more Value, remain relevant, and stay ahead of competition. CEOs have to evolve a "Value Creation" culture for the company so as to properly balance the interests of Customers, Employees, Investors, and the Marketplace. This pathbreaking book shifts the focus to Creating Value for the entire business ecosystem and not just for the shareholders. It will launch organizations into the world of Value Creation and will convert good CEOs and companies to great ones with longevity and higher profitability.

In this excellent, very important book that supplements and extends the theory of value innovation and the creation of "blue oceans" as described by Kim and Mauborgne, Gautam Mahajan describes the priority, strategy, and difficult complexities of value creation as the core of a new generation of investment and management theory and practice that is now required in all businesses.--Dr William L. Miller "CEO, Innovation Extension Center LLC "A very timely book on why and how companies must embrace and implement value creation culture!--Jagdish N. Sheth For those who want to learn to create value, you've come home to this brilliant book. --Jack Mitchell, This book is a classic, because it will change managerial thinking just like Tom Peters did "In Search of Excellence." --David Frigstad, In this excellent, very important book that supplements and extends the theory of value innovation and the creation of "blue oceans" as described by Kim and Mauborgne, Gautam Mahajan describes the priority, strategy, and difficult complexities of value creation as the core of a new generation of investment and management theory and practice that is now required in all businesses.--Dr William L. Miller "CEO, Innovation Extension Center LLC "This is a rich and rewarding book which will launch organizations into the world of value creation for customers and other stakeholders and will convert good CEOs and companies to great ones with longevity and higher profitability. This book is a conceptual breakthrough which goes beyond the great Total Customer Value consulting work Gautam did for Godrej.--Adi Godrej "Chairman, the Godrej Group "One of the most important tasks in marketing is to create and communicate value to customers to drive their satisfaction, loyalty, and profitability. This new book will keep you enlightened on both concepts and application of value creation and it serves as an influential source for academics and practitioners alike.--Werner Reinartz "Professor of Marketing, University of Cologne "Yesterday, the landscape for competitive business owners extended between the Yellow Pages and a 20-mile radius around your consumer. Today, competition is global. With efficiencies in technology and greater access to consumer information, the edge is no longer guaranteed to the company with the biggest marketing budget--it's going to the company that offers their customers the greatest advantage, benefit, and value. It's all about "Value Creation." Gautam Mahajan's book offers many tips, ideas, and insights for the value-focused CEO to attain just such an advantage.--Charles E Gaudet II "Best-selling author, The

Predictable Profits Playbook: The Entrepreneur's Guide to Dominating Any Market and Staying on Top "I enjoyed Gautam Mahajan's recent book, Value Creation: The Definitive Guide for Business Leaders. It is very timely given the current conversations about value creation around the world and the waste created by driving stock prices on a quarterly basis with rewards going to a limited few. The book is a valuable catalyst, which should result in a more robust dialogue about long-term value creation for enterprises large and small. The key take away is that customer-centric businesses create value for all stakeholders which should result in higher valuations and stock prices over the very long term.--Edward A. Lapekas "Retired CEO and Chairman of the Board, American National Can Group and former President and Chief Operating Officer, Beverage World Wide Division, Pechiney (later Rio Tinto) "This book is fantastic, a 10 out of 10! Gautam provides CEOs with a practical guide to rediscover the customer relationship as an inspirational source of innovation that is applicable to any industry, and is very much needed today to drive lasting competitive advantage for sustainable, profitable growth!--Brent Zions "Value Creation Transformation Consultant "This book is a gem! While it is geared to CEOs, its style will be appreciated by anyone interested in helping their organization maximize the long-term value they create and minimizing the short-term value they destroy. Sprinkled throughout this book are real-world examples from real companies, analyses from widely respected sources, and references to articles which are available to everyone. If you are either beginning the value creation journey or updating your successful strategy, you should look no further than this book for information, inspiration, and insight.--Sam Klaidman "Principal Adviser, Middlesex Consulting ""This book is a classic, because it will change managerial thinking just like Tom Peters did "In Search of Excellence." --David Frigstad,Mahajan is a champion in advocating the customer as the fulcrum of business... the concept of value creation is explained in detail, where the fulcrum of the business is the customer.... This book, though primarily targeted at CEOs and CXOs, is a must read for all executives across functions, across hierarchy...executives will embark on a new journey of unlearning and will get ready for leading value-creating organizations.--Global Business , "Vol 17 (Issue 6), December 2016 "No one globally knows more about buyer-seller dynamics than Gautam Mahajan. Likewise, no one knows more about how senior management should change these dynamics to create new value for both company and customers-- which in some cases multiplies the bottom line, rather than just lifting profits incrementally.... [This] is without question the right book at the right time.--Journal of Creating Value, "Volume 2 (Issue 2), November 2016 "The defining quality of the book is that it is not restricted to a linear perspective, but covers an array synergistic elements that collectively create value within an enterprise...[The Author] has managed to extract the most important lessons for entrepreneurs to truly connect with their customers and to use that as a basis to derive value for the organizational as a whole.--Businessworld, "2 April 2017 " A very timely book on why and how companies must embrace and implement value creation culture! (Jagdish N. Sheth)For those who want to learn to create value, yoursquo;ve come home to this brilliant book. (Jack Mitchell,)This book is a classic, because it will change managerial thinking just like Tom Peters did "In Search of Excellence." (David Frigstad,)In this excellent, very important book that supplements and extends the theory of value innovation and the creation of "blue oceans" as described by Kim and Mauborgne, Gautam Mahajan describes the priority, strategy, and difficult complexities of value creation as the core of a new generation of investment and management theory and practice that is now required in all businesses. (Dr William L. Miller CEO, Innovation Extension Center LLC)This is a rich and rewarding book which will launch organizations into the world of value creation for customers and other stakeholders and will convert good CEOs and companies to great ones with longevity and higher profitability. This book is a conceptual breakthrough which goes beyond the great Total Customer Value consulting work Gautam did for Godrej. (Adi Godrej Chairman, the Godrej Group)One of the most important tasks in marketing is to create and communicate value to customers to drive their satisfaction, loyalty,nbsp;and profitability. This new book will keep you enlightened on both concepts and application of value creation and it serves as an influential source for academics and practitioners alike. (Werner Reinartz Professor of Marketing, University of Cologne)Yesterday, the landscape for competitive business owners extended between the Yellow Pages and a 20-mile radius around your consumer.nbsp;Today, competition is global. With efficiencies in technologynbsp;and greater access to consumer information, the edge is no longer guaranteed to the company with the biggest marketing budgetitrsquo;s going to the company that offers their customersnbsp;the greatest advantage, benefit, and value. Itrsquo;s all about "Value Creation." Gautam Mahajanrsquo;s book offers many tips, ideas, and insights for the value-focused CEO to attain just such an advantage. (Charles E Gaudet II Best-selling author, The Predictable Profits Playbook: The Entrepreneurrsquo;s Guide to Dominating Any Market and Staying on Top)I enjoyed Gautam Mahajanrsquo;s recent book, Value Creation: The Definitive Guide for Business Leaders. It is very timely given the currentnbsp;conversations about value creation around the world and the waste created by driving stock prices on a quarterly basis with rewards going to a limited few. The book is a valuable catalyst, which should result in a more robust dialogue about long-term value creation for enterprises large and small. The key take away is that customer-centric businesses create value for all stakeholders which should result in higher valuations and stock prices over the very long term. (Edward A. Lapekas Retired CEO and Chairman of the Board, American National Can Group and former President and Chief Operating Officer, Beverage World Wide Division, Pechiney (later Rio Tinto))This book is fantastic, a 10 out of 10! Gautam provides CEOs with a practical guide to rediscover the customer

relationship as an inspirational source of innovation that is applicable to any industry and is very much needed today to drive lasting competitive advantage for sustainable, profitable growth! (Brent Zions Value Creation Transformation Consultant) This book is a gem! While it is geared to CEOs, its style will be appreciated by anyone interested in helping their organization maximize the long-term value they create and minimizing the short-term value they destroy. Sprinkled throughout this book are real-world examples from real companies, analyses from widely respected sources, and references to articles which are available to everyone. If you are either beginning the value creation journey or updating your successful strategy, you should look no further than this book for information, inspiration, and insight. (Sam Klaidman Principal Adviser, Middlesex Consulting) "This book is a classic, because it will change managerial thinking just like Tom Peters did "In Search of Excellence." (David Frigstad,) Mahajan is a champion in advocating the customer as the fulcrum of business; the concept of value creation is explained in detail, where the fulcrum of the business is the customer. This book, though primarily targeted at CEOs and CXOs, is a must read for all executives across functions, across hierarchy; executives will embark on a new journey of unlearning and will get ready for leading value-creating organizations. (Global Business , Vol 17 (Issue 6), December 2016) No one globally knows more about buyer-seller dynamics than Gautam Mahajan. Likewise, no one knows more about how senior management should change these dynamics to create new value for both company and customers which in some cases multiplies the bottom line, rather than just lifting profits incrementally. [This] is without question the right book at the right time. (Journal of Creating Value, Volume 2 (Issue 2), November 2016) The defining quality of the book is that it is not restricted to a linear perspective, but covers an array synergistic elements that collectively create value within an enterprise; [The Author] has managed to extract the most important lessons for entrepreneurs to truly connect with their customers and to use that as a basis to derive value for the organization as a whole. (Businessworld, 2 April 2017) About the Author Gautam Mahajan is an internationally acclaimed expert in strategy, general management (including Customer Value), and globalization. He is President of Customer Value Foundation and Inter-Link Services Private Limited, an International Consulting Firm in operation since 1987, working with clients from America, Europe, Asia, Australia, and India. Gautam is also the Founder Editor of the Journal of Creating Value, an international journal focused on Customer and Value Creation (see [jcv.sagepub.com](http://jcv.sagepub.com)). Gautam Mahajan is the leading global thought leader in Total Customer Value Management. He worked for a Fortune 50 company in the USA for 17 years and ran one of the largest businesses. He has hands-on experience in consulting, educating leaders, professionals, managers, and CEOs from numerous MNCs and local conglomerates like Tata, Birla, ITC, Alcoa, Reynolds, Sealed Air, Rexam, Viag, DuPont, Continental Can, and Godrej Groups. He is the author of widely acclaimed books: Customer Value Investment: Formula for Sustained Business Success and Total Customer Value Management: Transforming Business Thinking. He has also taught at IITs and abroad. Gautam Mahajan was previously the President of the Indo-American Chamber of Commerce; Chairman, PlastIndia Committee; Vice President, All India Plastics Manufacturers Association; Trustee, Plastics Institute of America. He was a member of the US-India think tank and Chairman of the US-India Economic Relations Forum. Among his honors are Fellowships from Harvard Business School and Illinois Institute of Technology. He also has 18 US patents, including the PET bottle and noise control kits. He was honored by the Illinois Institute of Technology with its Distinguished Alumni Award in 2001. He has been written about in the Wall Street Journal. He also gave the first Distinguished Engineering Lecture at Illinois Institute of Technology followed by a Distinguished Management Lecture. In September 2011, he spent time in the US talking about Indo-US relations and how to improve them. Gautam Mahajan is a graduate of IIT Madras, where he was an Institute Merit Scholar, has a Master's degree in Mechanics and has completed his PhD coursework from the Illinois Institute of Technology. He has an MBA from Suffolk University. Gautam Mahajan is a prominent and charismatic speaker and evangelist in Value Creation and travels the world on speaking engagements. Total Customer Value Management (Total CVM) is a new management concept going far beyond CVM. Total CVM aligns the entire company to the Customer. It expounds the Value of employees and the building of their self-esteem, awareness, and engagement, and expands the concept of Customer Strategy, Customer Circles and Continuous Customer Improvement Programs, Value pricing, the roles of departments such as HRD and Finance, and measuring CVA and EVA. Gautam Mahajan is happy to hear from you at [mahajan@CustomerValueFoundation.com](mailto:mahajan@CustomerValueFoundation.com)