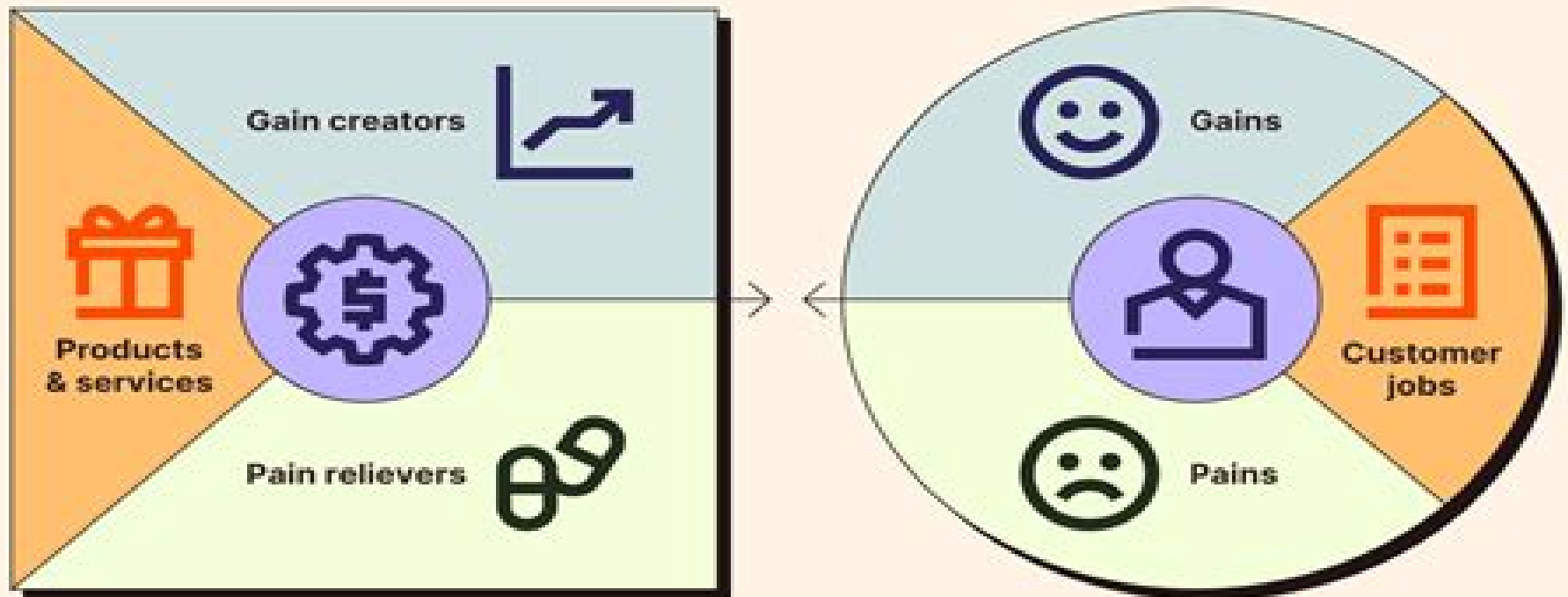


Value proposition canvas

Value map

Customer segment



The Core Value Proposition

**Lia Zarantonello, Véronique Pauwels-
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Developing a Customer Value Proposition Alexander Chernev, The customer value proposition articulates the specific benefits and costs that a company s offering aims to create for its target customers The customer value proposition guides all tactical decisions involved in designing communicating and delivering the company s offering to its customers The key aspects of developing a customer value proposition are the focus of this note The discussion of the value proposition and positioning is complemented by an in depth overview of two additional topics developing a positioning map and the Blue Ocean strategy This note is an excerpt Chapter 7 from Strategic Marketing Management Theory and Practice by Alexander Chernev Cerebellum Press 2019

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Market Entry into the USA Ralf Drews, Melissa Lamson, 2015-08-05 This book connects a buying psychology driven by American beliefs and values with a company's go to market strategy the goal being to sensitize readers to how the cultural values of a particular country or region can impact the business environment The book also addresses the reasons behind these differences and therefore begins with a detailed cultural comparison of the United States and Europe and assessments of how these characteristics impact their respective markets and customer behavior differently Another aspect that sets this book apart is that it argues for sound decision

making processes as the first priority in any international business strategy Readers are provided detailed insights into the variables a European company needs to understand before it makes its go no go decision along with the tools needed to evaluate the probability of success and the risks of going to market Once a company decides to enter the US market the book then offers a highly customer centric approach to developing and executing an effective market strategy

Healthcare Entrepreneurship and Management Arnab Chanda, Shubham Gupta, 2024-06-28 Post pandemic the world is not the same place There has been an increasing focus on healthcare and well being which has created a once in a lifetime opportunity for healthcare innovations and startups From adoption of a range of medical apps and telemedicine technologies to heightened public interest in smart wearables and medical devices the demand for efficient healthcare delivery has been skyrocketing This book aims to serve as a first of its kind guide for skill development in conception to commercialisation of healthcare products and services It covers the gamut from the study of healthcare challenges such as understanding customer requirements market needs and competition to the various steps of the healthcare product development process such as defining value propositions and specifications the creation of minimum viable product MVP to prototyping and manufacturing The authors also discuss key commercialisation and management strategies including the development of a robust business plan fund raising intellectual property creating barriers to entry and launching healthcare startups Medical product pricing positioning sales and distribution and customer acquisition are also presented with real life examples This book serves as a key reference not only for biomedical engineers who are looking to launch their products or services in the market but also for budding entrepreneurs willing to explore opportunities in the healthcare domain For example engineers and managers working on the development of medical devices require knowledge of ethical guidelines regulations and approvals to effectively launch their products in the medtech industry On the other hand entrepreneurs looking to benefit from the booming healthcare industry will find this book helpful in understanding the fundamentals of medical product development and commercialisation to launch their ideas successfully

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