



CUSTOMER VALUE DELIVERY IN B2B VIRTUAL NETWORK ORGANISATIONS

By Ho, Henry W. L.

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | AN INTELLIGENT-AGENT SYSTEMS APPROACH | Providing superior customer value is crucial to many business organisations. This book is intended to benefit both the marketer and researcher in identifying how a Web-based virtual network organisation (VNO) can successfully create and deliver superior customer value to client organisations in real-time. This research is a step toward bringing out some of the sources and contents of how superior customer value can be modelled through a real-time customer- focused, customer-oriented and market-oriented virtual network to serve the rapidly changing B2B marketing environment. Using the research framework as guidance, managers are able to serve their business customers in more efficient and cost effective ways in real-time. | Format: Paperback | Language/Sprache: english | 250 gr | 104 pp.



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