



**The Customer-Centered Enterprise: How IBM
and Other World-Class Companies Achieve
Extraordinary Results by Putting Customers First:
How IBM and Other World-Class ... Results by
Putting Customers First**

Harvey Thompson

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IBM's battle plan for attracting new customers--and keeping them for life. IBM--history's most remarkable organization--stays on top by constantly honing and refining its marketing strategies. One vital strategy, however, remains constant: The customer must always come first. The Customer-Centered Enterprise is the only in-depth exploration of IBM's battle-tested Customer Value Management (CVM)--the revolutionary program that makes the customer's viewpoint paramount in every corporate process and management decision.

In today's environment of similar or identical products, CVM's battle-tested techniques will help any company differentiate itself, retain its customers, and grow. Actual examples and case studies show how IBM and other companies have used CVM to align their organization capabilities with customer expectations--experiencing unqualified marketing success.

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