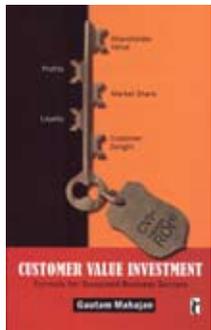


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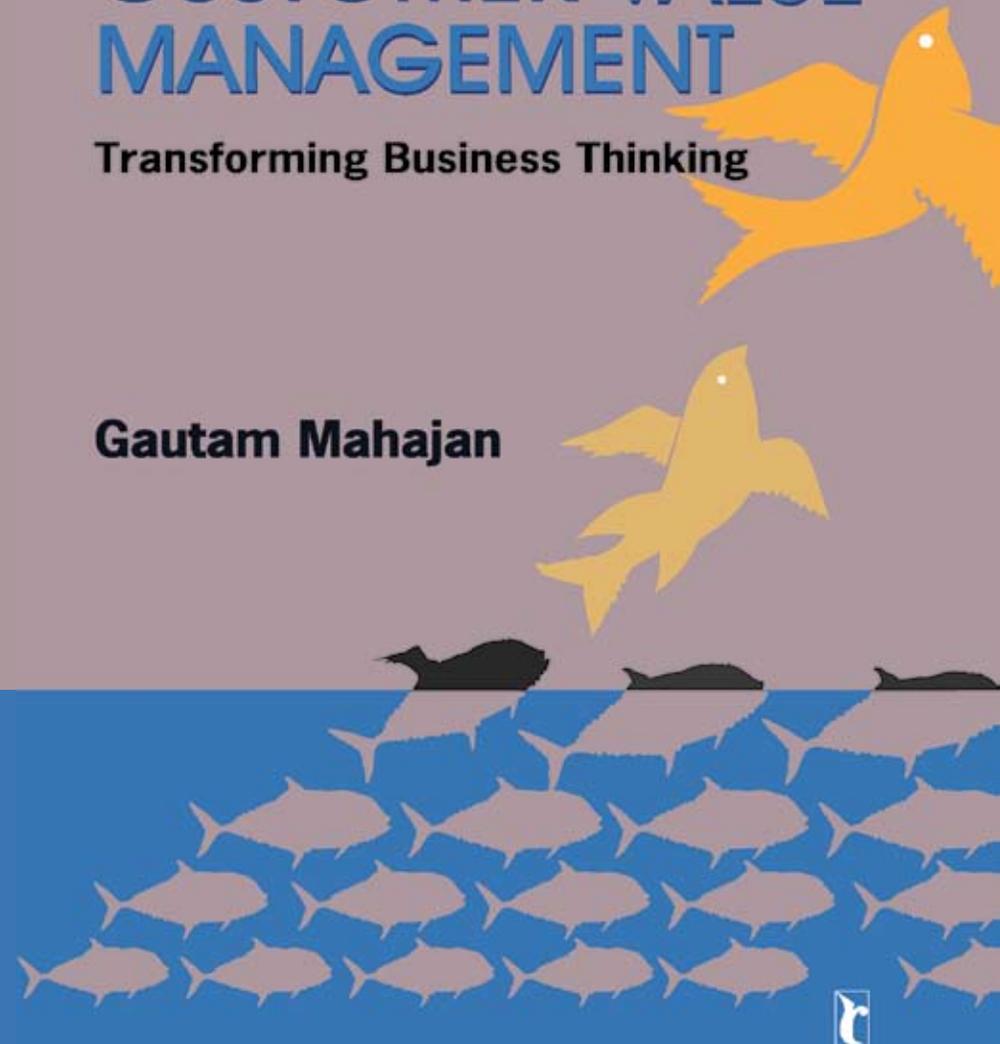
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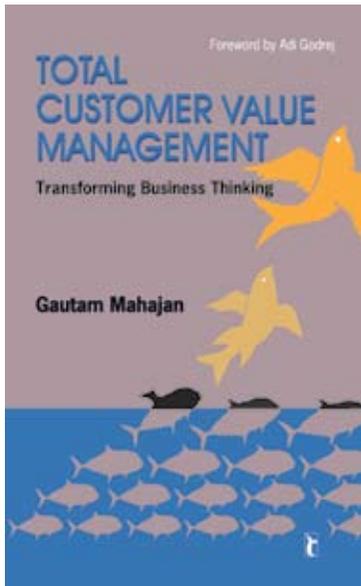
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Total Customer Value Management: Transforming Business Thinking is a follow-up to the author's best-selling book *Customer Value Investment: Formula for Sustained Business Success* (SAGE Response, 2008). The book explains how employee brand equity builds corporate brand equity, and how companies can increase profits and competitive advantage through Customer Value Transformation.

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 Programmes, Value Pricing, the roles of departments such as HRD and Finance, and measuring Customer and Employee Value Added,

Insightfully illustrated with case studies, caselets, tables and graphs, the book shows how big companies in India are embracing Total CVM to effect organizational transformation.

2011 / 348 pages / Paperback: ₹ 450.00 (978-81-321-0312-7)

About the Author

Mr Gautam Mahajan is an internationally acclaimed expert and thought leader in strategy, general management (including Customer Value) and globalization. He is President of Inter-Link Services Pvt. Ltd., an international consulting firm operating since 1987 and helping clients from America, Europe, Asia, Australia and India. Inter-Link helps companies with marketing, business development, strategy, globalization, changing the mindset and thinking through the future. Gautam has started the Customer Value Foundation to help companies with Total Customer Value Management (Total CVM). Overseas companies where Mr Mahajan has worked with CVM associates are GE Capital, Stamford, CT; State Farm Insurance, Bloomington, IL; and Wisconsin Energies, Milwaukee, WI, along with Castrol (BP).

Mr Mahajan worked in the US for 17 years with Continental Group, the world's largest packaging company (then a Fortune 50 company), and ran a division. He is one of the inventors of the PET bottle base and noise control kits. He spent time in California in 1998–2000 helping British dotcom companies.

Mr Mahajan is the National President of the Indo-American Chamber of Commerce, and was Chairman, PlastIndia Committee; Vice President, All India Plastics Manufacturers Association; Trustee, Plastics Institute of America. Among his honours is a Fellowship from Harvard Business School and Illinois Institute of Technology. He also has 18 US patents. He was honoured by the Illinois Institute of Technology with its Distinguished Alumni award.

Mr Mahajan is a graduate of IIT Madras, where he was an Institute Merit Scholar. He has a Master's degree in Mechanics from the Illinois Institute of Technology, and has an MBA from Suffolk University.

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