

TABLE OF CONTENT

CHAPTERS	CONTENT	PAGE NO
1	THE FUNDAMENTALS OF CVM	01
	1.1. Introduction	01
	1.2. Why CVM?	03
	1.3. Benefits of CVM	05
	1.4. Winning the Digital Markets	07
	1.5. Tools of CVM	14
	1.6. The Game-changer	54
	1.7. Summary	61
2	STEPS TO EXPERTISE IN CVM	64
	2.1. Introduction	64
3	CUSTOMER VALUE MANAGEMENT IN CONTEXT	78
	3.1. Introduction	78
	3.2. Big Picture	79
	3.3. The Future of CVM	81
	3.4. Summary: CVM Essentials	89
4	INFLUENCE DIGITAL AGE OF THE CUSTOMER	96
	4.1. Introduction	96
	4.2. The New, Digitally Conscious Customer	98
	4.3. Concept of Value to the Customer	103
	4.4. Pricing Strategies on the Internet	106
	4.5. Transaction Costs of a Customer on the Internet	123
	4.6. Types of Internet-based Value Exchange between the Company and the Customer	127

4.7. Product Visualization	129
4.8. Online Customer Experience	132
4.9. Internet as a Tool for Creating Customer Experience	140
4.10. Strategies of Internet-based Value Propositions	144
5 CONCEPTUAL MODEL OF CVM: THINKING INSIDE THE BOX	150
5.1. Introduction	150
5.2. Defining Values	153
5.3. How to create Value for Customer - Organization based CVM Process	156
5.4. Creating Values	157
5.5. Insights of Value to Customer	160
5.6. Customer Loyalty Building	175
REFERENCES	181