



Building the Value Machine: Transforming Your Business Through Collaborative Customer Partnerships

Peter Cheverton, Kingsley Weber

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Building the Value Machine represents the type of business that many aspire towards - a business able to align its internal functions (sales, marketing etc) in order to collaborate with its key customers in the creation of real and unique value for mutual benefit.

The challenge is to find the right organizational structures, the right planning and operational processes, and to place all of that under the right kind of leadership in order to create the 'right kind of value' - the kind that will be good for the customer's business, and the kind that will be good for our own. The business that pursues these goals is the sort of business explored in this book - the business that wishes to become a true Value Machine.

Building the Value Machine shows you how to target your customers effectively, match the capabilities of the business with the needs of the customer and align all the business functions through successful leadership. The result is a business that is truly aligned with its customers, and fully attuned to the vital match between their own functional requirements (knowing which opportunities to chase) and the customer requirements (being able to deliver the value required). It is a business that knows how to learn, developing both its processes and its value propositions.

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