



Customer Innovation: Customer-centric Strategy for Enduring Growth

By Marion Debruyne

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A new set of organizations has combined customer centricity with innovative power to create an outside-in approach to the market. These organizations are not driven by what they're good at. They start with the market and design their strategy around it, which enables them to be ahead of the curve in discovering new market opportunities and develop new products and services faster than ever before.

What sets these organizations apart is how they relentlessly listen to their customers, innovate and adapt their business model to build the ideal customer solution. When they can't do so themselves, they collaborate with outside parties to complement their in-house competencies with the competencies they're missing to enable new customer solutions. As a result of their customer focus, outside-in organizations operate according to a reversed value chain -- the customer becomes the starting point and the value chain is the result of understanding customer needs and requirements.

Innovation expert Marion Debruyne explains how to become an outside-in organization by constantly connecting with the market to anticipate changes, converting customer insights into actionable change and collaborating with others where their own capabilities fall short. Packed with real world examples from leading global companies, *Customer Innovation* provides the framework needed to shift from a product-oriented to a solutions-oriented focus and from a transaction-based to a co-creation-based customer relationship.

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Editorial Review

Review

"Companies can be customer-focused and innovative at the same time, the author contends, and she illustrates how they can use an outside-in approach by starting with the market and designing a strategy around it by building and changing based on the customer. She details a model that involves connecting with the market to anticipate changes based on customer needs, converting customer insights into change, and collaborating with others where capabilities fall short using three lenses: focusing on existing customers, considering the entire path customers take to accomplish an outcome that a product helps them realize, or capturing the signals from emerging change in the periphery of the market."
(Book News *Inc.*)

"getAbstract recommends the meat of Debruyne's approach to entrepreneurs, investors, business students, executives who create company strategy and mid-level managers who have to implement it."
(getAbstract *Inc.*)

"The value of this book -- and it is substantial -- is derived from how effectively [Debruyne] explains how and why a customer-centricity strategy in combination with innovation can help to create a decisive competitive advantage for almost any organization, whatever its size and nature may be."
(Robert Morris *Top Amazon Reviewer*)

"[O]ffers business owners a new model and philosophy to get and retain more customers for long-term success."
(Charles Franklin *Small Biz Trends*)

"[D]oes a fantastic job of tying together a number of what some would consider disparate pieces of the puzzle into a cohesive formula to achieve customer centricity. If you are a leader in charge of driving customer-focused change, then this book is an absolute must-read."
(Customer Centricity, *Inc.*)

"The essence of customer innovation is that the organization and its ecosystem are a united force in addressing a market demand. [T]he book gave me several ideas which could be applied in my own business context, particularly with regard to collaborating with customers in developing innovations. I have read several books on innovation recently, and this is one of the best." (John Gibbs *Leading Business Books*)

"[A]n excellent conceptualization, and a great read! I love the three lenses."
(Niraj Dawar *author of TILT: Shifting Your Strategy from Products to Customers*)

About the Author

Dr. Marion Debruyne is Associate Professor and Partner at the Vlerick Leuven Gent Management School. She is the Director of Masters Programs, and she teaches Marketing Management in the executive MBA program. She has also held positions as Visiting Doctoral Fellow at the Wharton School at University of Pennsylvania, Visiting Scholar at the Kellogg Graduate School of Management at Northwestern University and Assistant Professor at the Goizueta Business School at Emory University. As a speaker and coach, she

has experience within multiple industries including pharma & healthcare, financial services and consumer products & services, working with companies such as Merck, ING, Kraft, Philip Morris and Macintosh.

Users Review

From reader reviews:

Janice Arias:

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Jeanette Williams:

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