



The Eleventh Commandment: Transforming to "Own" Customers

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DESCRIPTION

How many of today's leading corporations are successfully winning back old customers and attracting new ones

The new purchasing patterns of disenchanted customers and the demise of brand loyalty have compelled many endangered corporate giants to radically alter their thinking about product design and marketing. This book describes how leading companies such as IBM, Nestle, Dupont, AT&T, and Panasonic have stopped creating products for "buyers" and have started considering the long-term needs of users.

* Packed with real-world cases which demonstrate crucial ideas, tools, and techniques in action at leading firms

SANDRA VANDERMERWE (London, England) holds a chair in Management at the Management School Imperial College, London. Her latest book is Tin Soldiers to Russian Dolls.

ABOUT THE AUTHOR

Professor Sandra Vandermerwe moved to London in 1995 to accept the post of Professor of Management at The Management School, Imperial College of Science, Technology and Medicine, London. This continues her interest in customers and companies which she began in the early 1970s writing her doctorate on "The Influence of the Marketing Concept on Company Performance".

She is a scholar and speaker of international repute. Apart from her teaching and research activities she works with practitioners, consulting and researching with them to help transform their organizations. After a sociology degree she worked in business. An MBA and doctorate in marketing was followed by a career as Professor of Marketing at The University of the Witwatersrand (Wits) in South Africa. She moved to Switzerland where she spent a decade teaching and consulting globally on the subject as Professor of International Marketing and Services at IMI and then at the newly formed IMD. She has written several books, articles and award-winning cases. Her most recent books are: *From Tin Soldiers to Russian Dolls: Creating Added Value through Services*, a co-authored publication with Christopher Lovelock, *Competing through Services, Strategy and Implementation: Cases and Text*: and *Cases in European Marketing Management* with John A. Quelch and Kamran Kashani.

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