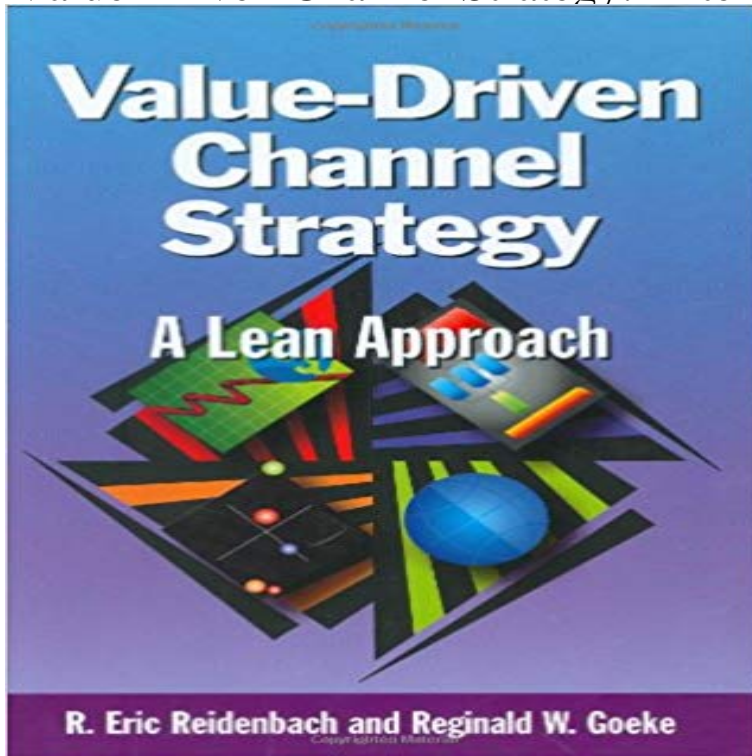


Value-Driven Channel Strategy: Extending the Lean Approach



Value at the point of production does not automatically translate into value at the point of consumption. Augmenting Lean Thinking with a more robust and substantial customer value basis makes it even more powerful when applied to the organizations value stream. This book unleashes the principles of Lean Thinking as a strategic tool to do just that. As authors Reidenbach and Goetz argue throughout this book, an organizations ability to use lean techniques to not only eliminate non-value adding costs but also to use the same lean tools to enhance its competitive value proposition is to realize the full power and potency of Lean. Managers from a number of distinct organizational areas such as marketing, quality, logistics, Six Sigma, TQM (Total Quality Management), and CRM (Customer Relationship Management), as well as market research and business intelligence will find the book useful and interesting and will challenge them to think about the way they view their business. The book is pertinent not only to manufacturing but also service organizations that move products/services through channels of distribution. The principles outlined in this book apply equally to commercial banks, healthcare and insurance as they do to the automotive or pharmaceutical industries. Benefits: The book is populated with a number of actual but disguised examples to illustrate the key principles of an extended Lean philosophy. Contents: Introduction Chapter 1 Expanding Lean Thinking Chapter 2 The Value Advantage Chapter 3 Six Propositions of Channel Value That Drive Lean Distribution Chapter 4 How do Markets Define Value? Chapter 5 Linking Value Drivers to Value Delivery Systems Chapter 6 Value Stream Analysis: A Process Overview Chapter 7 Becoming Lean Chapter 8 VSA In Action Chapter 9 Managing Channel Loyalty: A Necessary Condition for Lean Initiatives Chapter 10

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