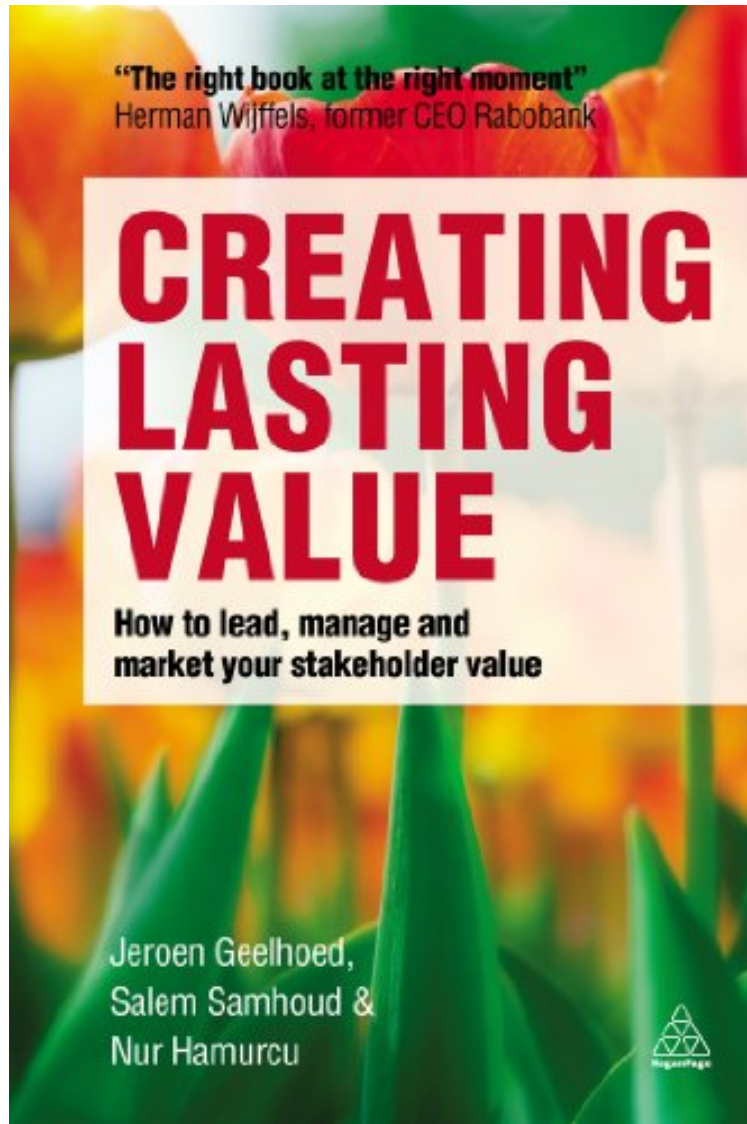


Creating Lasting Value: How to Lead, Manage and Market Your Stakeholder Value

Jeroen Geelhoed, Salem Samhoud, Nur Hamurcu
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Jeroen Geelhoed, Salem Samhoud, Nur Hamurcu : Creating Lasting Value: How to Lead, Manage and Market Your Stakeholder Value before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creating Lasting Value: How to Lead, Manage and Market Your Stakeholder Value:

1 of 1 people found the following review helpful. Unique and refreshing approach to value creation By Denis This book creates a holistic approach to creating value, drawing from experiences of the author's consultancy and famous business cases. The initial premise is that it is important to change the mindset from creating shareholder value to one

of creating value for all stakeholders (employees, customers, shareholders, governments, society at large). Once the approach to create value is established, they go about a three phase process of implementation. 1. Lead the value ndash; it is the mobilization of energy within the organization. 2. Manage the value ndash; it is the execution and utilization of the energy from phase 1 to bring about performance and customersatisfaction and trust. 3. Market the value ndash; it is the sharing of values and vision in order to inspire and strenghten the brand. This is a very easy to read book with very clear prescriptions. There are many examples of companies that have successfully moved across value creation phases. Particularly interesting examples include Starbucks (where the return of the founder reestablished value creation), Natura and Zappos. 0 of 0 people found the following review helpful. Inspirational and concrete By marieke van der laan Creating Lasting Value is a fresh approach to profits and growth. The writers explain that in order to truly successful, an organization needs to create value for ALL stakeholders: employees, clients, society and shareholders. In three parts the approach is explained. Starting with development of vision, followed by living that vision in everyday life and finally how to express your value creation is used in marketing activities and brand image. The book features inspirational examples of (parts of) the strategy from the own practice as well as from interesting benchmark companies. Furthermore the writers give clear directions on implementation of the tools into one's own organization. In short: an easy and interesting read. 0 of 0 people found the following review helpful. Inspirational! By susanna aafjes Creating Lasting Value is a very useful, educational and inspiring book. It helps business owners and people working in and with businesses to think long term, to create a clearer vision and learn practical ways to improve their business; to create lasting value for all people concerned. The concepts are easy to understand and explain clearly what is important and how to put these into practice. The examples are inpsirational, give energy and are useful dealing with the constant changes around us.

The consequences of a primary focus on shareholders over the last few decades has emphasized that that a new model of value creation is necessary. Today's economy demands organizations that create value, not only for shareholders but also for customers, employees, leaders and society. Businesses that face up to this challenge by focusing on all the stakeholders involved will be far more successful in the long term than those driven purely by seeking to deliver the maximum return on shareholder investment. Creating Lasting Value shows readers how to achieve lasting results by channeling efforts into three key areas. It demonstrates how to lead the value, manage the value, and market the value. The successful organizations of the future will be those that can put these principles into practice: this book shows you how.