

Table of Contents

PREFACE

PART I

Introduction 1

CHAPTER 1

Customer Value Creation 3

PART II

Preparing for Growth 11

CHAPTER 2

Beyond Six Sigma 13

CHAPTER 3

The Outside-In Perspective 23

CHAPTER 4

The Value Perspective 37

PART III

Value Analysis 45

CHAPTER 5

Dimensions of Growth 49

CHAPTER 6

Demand Chain Economics 63

CHAPTER 7	
Solution Concepts	85
CHAPTER 8	
Solution Valuation	113
CHAPTER 9	
Value-Based Decisions	131
PART IV	
<hr/>	
Execution	151
CHAPTER 10	
Value Exchange	153
CHAPTER 11	
Executing the Growth Strategy	163
CHAPTER 12	
Six Sigma and Beyond	193
APPENDIX	
<hr/>	
CHAPTER 13	
Exploration of Growth Dimensions	197
CHAPTER 14	
Supporting Tools for CVC	241
INDEX	289