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## Value Ology Aligning Sales And Marketing To Shape And Deliver Profitable Customer Value Propositions

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If your sales and marketing are aligned with each other but not necessarily around your customer, rather than being on the stairway to heaven, you'll be on the road to nowhere.

"Value-ology" will point you in the right direction. And to listen to an interview with Simon Kelly about "Value-ology", visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

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Value-ology Book Subtitle Aligning sales and marketing to shape and deliver profitable customer value propositions Authors. Simon Kelly; Paul Johnston; Stacey Danheiser; Copyright 2017 Publisher Palgrave Macmillan Copyright Holder The Editor(s) (if applicable) and the Author(s) eBook ISBN 978-3-319-45626-3 DOI 10.1007/978-3-319-45626-3 Hardcover ISBN 978-3-319-45625-6

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If your sales and marketing are aligned with each other but not necessarily around your customer, rather than being on the stairway to heaven, you'll be on the road to nowhere.

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Value-ology: Aligning Sales and Marketing to Shape and Deliver Profitable Customer Value Propositions by Simon Kelly, Paul Johnston, and Stacey Danheiser. Simon Kelly has 35 years experience in customer service, sales and marketing. At British Telecom, he pioneered the move from 'product push' to 'value-based' selling and marketing.

*The Marketing Book Podcast: "Value-ology" by Simon Kelly*

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v Today, 52 % of the companies that were in the Fortune 500 in 2000 are no longer on the list. They fell off because of bankruptcy, mergers and acquisitions or because they were

***LIBA***

Value-ology recognises that the quest to unlock customer value is a combination of objective analysis to unearth customer value, creative insight to tap into customer value, development of value propositions that resonate with customers, effective sales and marketing alignment, consistent execution and feedback mechanisms to improve value offerings.

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