

**Strategy From The Outside In: Profiting From
Customer Value (Business Books) By George S. Day,
Christine Moorman**



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George s. day and christine moorman |

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Harvard Business Review, 1 August 2002 (originally published in H. W. Driving co-created value through global networks (New York: McGraw-Hill Books, 2008). Moorman, Strategy from the Outside in: Profiting from customer value (New

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Christine Moorman Duke University - The Fuqua School of Business is the author of Strategy from the Outside In: Profiting from Customer Value with 2010), which was awarded the 2011 Berry Book prize for the best book in the field of

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Dr. Day has authored 18 books in of marketing and strategic management. Strategy from the Outside-In: Profiting from Customer Value (with Christine Professor of Marketing in the Goizueta Business School at Emory University, USA.

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