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Internet-Based Customer Value Management Developing Customer Relationships Online Tymoteusz Doligalski, Springer, 2015 About the Author Dr. Tymoteusz Doligalski is an assistant professor at Warsaw School of Economics.

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What is value-based management? | McKinsey

Adopting a value-based mindset and finding the value drivers gets you only halfway home. Managers must also establish processes that bring this mindset to life in the daily activities of the company. Line managers must embrace value-based thinking as an improved way of making decisions. And for VBM to stick, it must eventually involve every decision maker in the company.