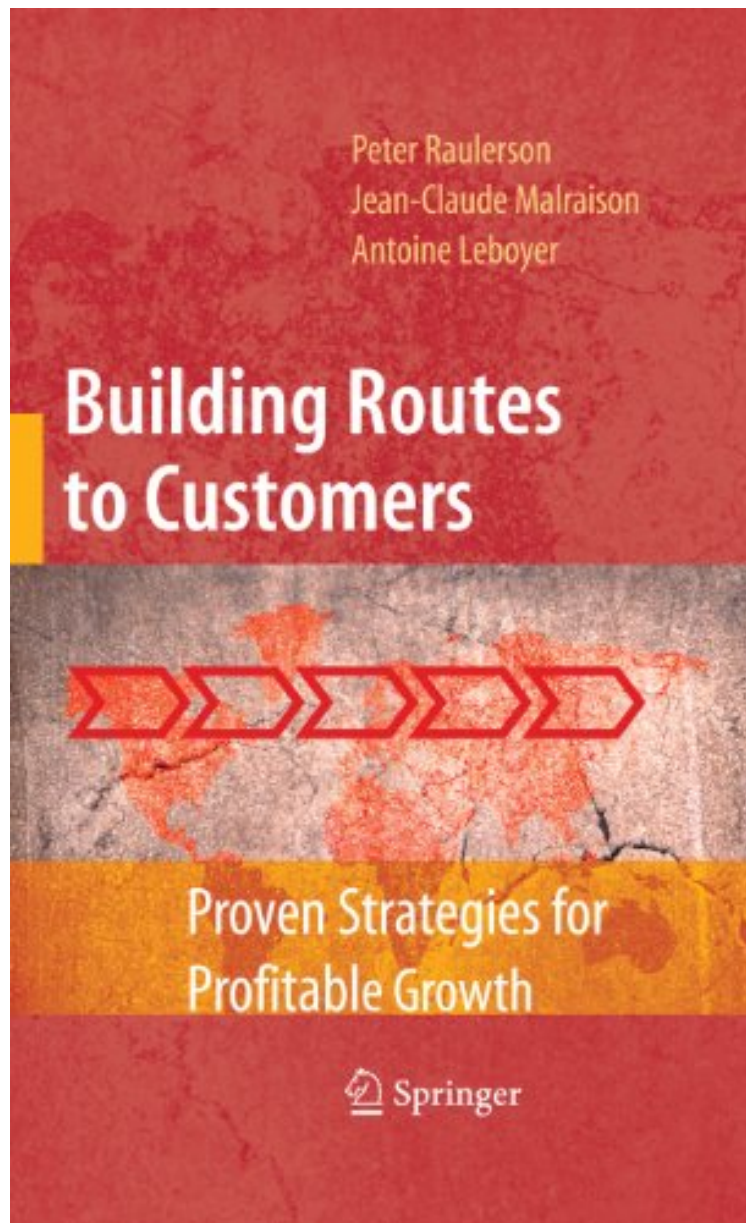


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# Building Routes to Customers: Proven Strategies for Profitable Growth

*Peter Raulerson, Jean-Claude Malraison, Antoine Leboyer*

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**Peter Raulerson, Jean-Claude Malraison, Antoine Leboyer : Building Routes to Customers: Proven Strategies for Profitable Growth** before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Routes to Customers: Proven Strategies for Profitable Growth:

0 of 0 people found the following review helpful. A Nice BookBy Adil MacIts a very well structured book. The authors use a very vivid "story telling" kind of approach in some parts as well as cases from big companies such as Adobe, Dell amongst others. The concepts are explored and detailed in a very "down to earth" kind of way, which makes the experience interesting. For people within the Marketing field or even if you are not too much into marketing, i recommend this book. If you are looking for insights about distribution channels, i also think it may give you some interesting pointers. The structured approach of Routes to Market is in itself very powerfull tool that makes this book worth every cent. Eventhough there is some level of deepness that at points do not matter that much the authors offer suggestions at the begining of some chapters in order to contextualize the reader with whats comming next, so you know if too much info for what you need or not. 0 of 0 people found the following review helpful. Experienced RTM Practitioner Highly Recommends This BookBy Larry HeathcoteI have worked directly with Peter Raulerson on 3 separate occasions to apply RTM to our networking hardware and PC businesses. In each experience, I was amazed at how easily the RTM process applies to any business, and how broad and deep Peter's knowledge and experience truly is. In addition, RTM principles are widely utilized at IBM, and I am once again utilizing these techniques to analyze and drive strategic decisions to optimize IBM's Information Management software and cross-Brand Marketing Programs. Reading this book is very timely....I believe the title, "Building Routes to Customers: Proven Strategies for Profitable Growth," is very well chosen. Companies need to "build" routes to customers - that means strategic and active selection, full enablement at all levels, and applying appropriate metrics to gain insights into their ongoing performance. Focus must be directed at optimizing all aspects of those routes for profitable growth, while at the same time, building and enabling future routes as products, solutions and markets mature. This particular book, is thorough and extremely well written - the very best on the topic. From first time RTM users to those of us that are well versed, this book has it all. My personal recommendation is to read this book in its entirety, then come back to each chapter and do a deep dive for your particular offerings and marketplace. What you will learn will simply amaze you! 0 of 0 people found the following review helpful. A Great Read for Anyone in MarketingBy R. E. BieryAs a 30 year veteran in product marketing, I found the Routes-To-Market (RTM) methodology outlined in this book to be remarkably insightful. It helped explain why some past launches were more successful than others, and now provides a roadmap for ensuring greater success with future launches. In my current capacity as a marketing communications consultant, I plan to use ideas from the book when I write white papers and other marketing collateral for my clients to generate leads and qualify prospects. I'm also going to recommend that my clients adopt the full Routes-To-Market methodology. This book really is a must-read for anyone in need of a proven, practical process for launching a new product or service.

Building Routes to Customers explains the powerful "Routes-to-Market" approach for driving profitable growth. World-class organizations including IBM, Microsoft, HP, Cisco, Hitachi, Adobe and Plantronics, and hundreds of smaller companies, have adopted RTM to develop and execute highly successful go-to-market strategies and tactics. With a step-by-step approach and dozens of examples, the authors show how you can use RTM to: (1) Determine the optimal level of spending for each function in marketing, sales and customer service, for each market segment, product and service. (2) Optimize your marketing mix and sales and distribution channels to maximize revenue and profitability throughout the product life cycle. (3) Get everyone in product management, marketing, sales, customer service, and your distribution partners aligned and working together to maximize results. (4) Get the right products and services to the right customers at the right time. (5) Retain existing customers and create profitable new ones.