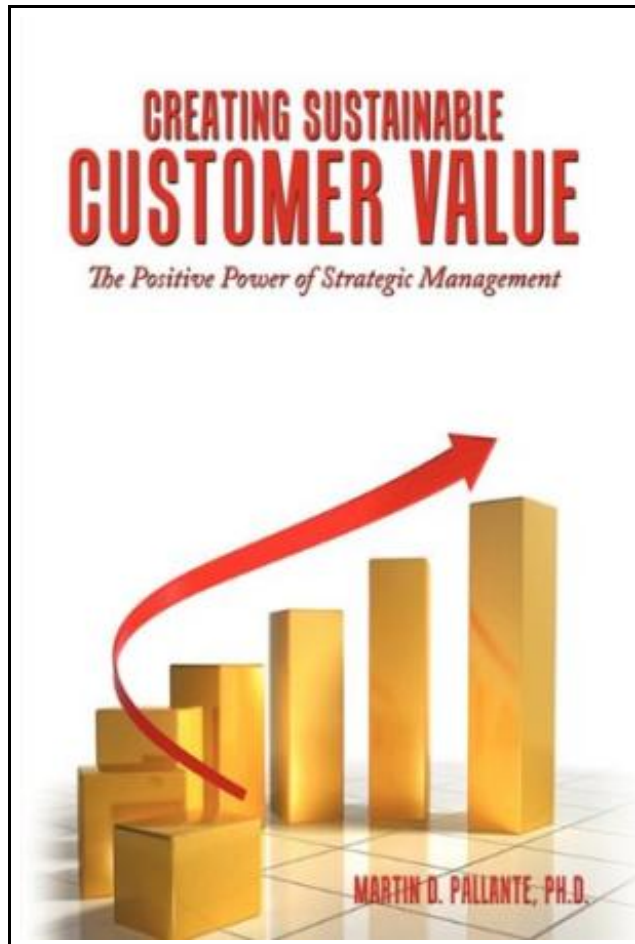


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CREATING SUSTAINABLE CUSTOMER VALUE THE POSITIVE POWER OF STRATEGIC MANAGEMENT



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AuthorHouse. Hardcover. Book Condition: New. Hardcover. 172 pages. Dimensions: 9.1in. x 6.3in. x 0.8in. **Creating Sustainable Customer Value. . . The Positive Power of Strategic Management** is the culmination of 40 years of experience leading people and managing enterprises and projects. The author, Dr. Martin D. Pallante, spent more than 40 years in senior positions of sales, marketing and general management eventually rising to the position of President and CEO of a large, multi-national division of a New York Stock Exchange company. Pallante's division, with plants located across the globe, produced essential products and services for the plastics, rubber, metals, auto, glass and carbonated beverage industries. During his illustrious career, Pallante encountered many opportunities and challenges that not only tested his management and leadership capabilities but allowed him to develop a unique approach to management and leadership that is the centerpiece of this new strategic management initiative. **Creating Sustainable Customer Value** is a concise, direct to the point, step-by-step primer that is easily understood. Mastery of the teachings in this revolutionary management system will empower those who practice what this book teaches to achieve management and leadership success not previously thought possible. Written primarily for business owners and managers of small to medium sized enterprises whose budgets don't normally include funding for a strategic management department, the lessons taught in **Creating Sustainable Customer Value** can be successfully employed by organizations of all sizes, shapes and descriptions, both for profit and not-for-profit. Dr. Pallante wrote **Creating Sustainable Customer Value. . . The Positive Power of Strategic Management** in an easy-to-understand style that further enhances the reader's ability to quickly master the subject matter. If you really want to simplify the planning process and create a fiscal strategic plan that will be a living, efficient document and the centerpiece of your annual business...



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