



# Customer in the Boardroom?: Crafting Customer-Based Business Strategy

By Rama Bijapurkar

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**Customer in the Boardroom?** highlights the need for companies to embed customer centricity into the heart of their business strategy development process, if they are to continue to grow profitably and secure their future. Rama Bijapurkar presents a compelling treatise on how to develop business strategy around the world of customers rather than the world of competitors. She draws a sharp distinction between the 'market = industry size' and the 'market = customers with needs' bases for developing business strategy.

The book proposes Customer-Based Business Strategy (CBBS), a lucid and simple framework for the successful assimilation of customer-centricity in business strategy.

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*By Rama Bijapurkar*

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## **Customer in the Boardroom?: Crafting Customer-Based Business Strategy** By Rama Bijapurkar **Bibliography**

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### **Editorial Review**

#### Review

Rama Bijapurkar's book comes right at the time when one was reconciled to think that there was no thought leader in India who was thinking of putting the customer at the core of the strategic exercise. Rama's book mixes anecdote, theory and practice in a way that will be found immensely useful by every business leader who needs to make the customer central to business strategy.

(K.V. Kamath)

Rama is a tireless and brilliant advocate for embedding customer insight into business strategy. This book is a great blend of her experience in strategy consulting and teaching.

(Anand Mahindra)

This is a book on strategy with a refreshing perspective that makes customer-based business strategy practical and doable, not just desirable. It proposes a framework for how to make customers the centrepiece of business strategy, business plans and business metrics. It looks at strategy from a demand perspective rather than a supply perspective and makes the point that customers are too important to be left to the marketing and sales people alone!

(Vinita Bali)

[The book] highlights importance of adopting customer-centred strategies by the organization if they want their business to be sustainable and grow profitably.... This book is a sum total of vast experience...book is a source of inspiration and guidance for every organization. (Journal of Marketing and Communication, Vol 22, May- August 2013)

This book based on the framework “Customer-Based Business Strategy” for emphasizing customer centrality in business strategy....it discusses how to create wealth for business through addition of value to the customer... This book is a source of inspiration and guidance for every organization.

(Journal of Marketing & Communication, 2012)

#### About the Author

**Rama Bijapurkar** is one of India's most respected thought leaders on market strategy. She is also a keen commentator on social and cultural changes in liberalizing India. She has her own market strategy consulting practice and works with an impressive list of Indian and global companies, guiding the development of their business-market strategy. She describes her mission as bringing 'market focus to business strategy'. Rama writes and speaks extensively in global forums on emerging market strategy and on India's Consumer Economy. She serves or has served as an independent director on the boards of leading Indian companies like Infosys Technologies, CRISIL, Axis Bank, Godrej Consumer Products, Mahindra Holidays & Resorts

India Ltd., Bharat Petroleum. An alumna of the Indian Institute of Management, Ahmedabad (IIMA), India, Rama continues to be involved with her alma mater, where she is a visiting faculty and also serves on the board of governors.

Rama's work experience has been in market research and strategy consulting and includes McKinsey & Company, MARG (now Nielsen India), MODE Services (now TNS India) and full-time consulting with Hindustan Lever (now Hindustan Unilever Ltd). She holds a Post Graduate Diploma in Management from IIMA, and a Bachelor of Science (Honours) in Physics from University of Delhi, India.

Her last book, *We Are Like That Only: Understanding the Logic of Consumer India* (Indian edition by Penguin), has been well-received and favourably reviewed. The international edition is titled *Winning in the Indian Market: Understanding the Transformation of Consumer India* (John Wiley & Sons).

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