

# The Customer Concept

**Starting Point**

**Focus**

**Means**

**Ends**

**Individual  
Customer**

**Customer  
need and  
values**

**One to one  
Marketing  
integration  
and Value  
Chain**

**Profitable  
growth  
through  
capturing  
customer  
share, loyalty  
& lifetime  
value**

# From Concept To Customer

**Mike Jess**



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