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# Lean Customer Engagement

*Shil Niyogi*

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**Shil Niyogi : Lean Customer Engagement** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lean Customer Engagement:

0 of 0 people found the following review helpful. Impressed by Engaging Zone and Maximum Value Point By Nick GI loved the way the book crafts the need of an engaging zone in the digital economy and also stressed on value building- and constantly rebuilding with changing customer priorities. For ensuring we don't enter an infinite loop, the book talks about assessing Maximum Value Point, which I think is important as an agile coach myself. Also liked the idea of how the framework helps the product life cycle by prolonging the maturity stage and deferring the decline stage. Great book Lean Customer Engagement on Kindle!

Watch the author Shil Niyogi talk about Lean Customer Engagement Welcome to the Age of the Customer! The

companies that succeed today are those that work toward customer satisfaction and focus on educating customers, enabling them, effecting change, and engaging with them. Lean Customer Engagement contains a wealth of information around partnering with customers to build products and close deals in a lean and agile way without investing in unnecessary sales and marketing activities. The workbook format of the book provides solutions that can be put to immediate and prolonged use to grow successful businesses through an engaged customer base.

Author 'Lean Customer Engagement' will provide you with many real and hypothetical examples of how market success actually happens. --Adrian Slywotzky "The Profit Zone: How Strategic Business Design Will Lead You to Tomorrow's Profits" "Niyogi's 4E framework is a very useful construct for entrepreneurs to internalize as they go about growing their product or service business." --Ajay Lavakare "Angel Investor and Co-founder, RMSI" "So logical, that I can't believe no one wrote about this before. Shil Niyogi nails the essence of engaging customers through his 4E framework." --Derek Blum "Vice President, Product Marketing, SpatialKey, Portland, USA" "Lean Customer Engagement' will provide you with many real and hypothetical examples of how market success actually happens." -- Adrian Slywotzky, 'Lean Customer Engagement' will provide you with many real and hypothetical examples of how market success actually happens. (Adrian Slywotzky Author, The Profit Zone: How Strategic Business Design Will Lead You to Tomorrow's Profits) Niyogi's 4E framework is a very useful construct for entrepreneurs to internalize as they go about growing their product or service business. (Ajay Lavakare Angel Investor and Co-founder, RMSI) So logical, that I can't believe no one wrote about this before. Shil Niyogi nails the essence of engaging customers through his 4E framework. (Derek Blum Vice President, Product Marketing, SpatialKey, Portland, USA) Lean Customer Engagement' will provide you with many real and hypothetical examples of how market success actually happens." (Adrian Slywotzky,) About the Author Shil Niyogi has helped many entrepreneurial firms streamline their existing operations to drive profitability. Currently, he is consulting on various product management assignments with entrepreneurial firms. His book How Some Small Businesses Get their Ducks In A Row And Grow was published by SAGE in 2011 and received excellent feedback from leading management leaders. Shil went to the prestigious Delhi Technological University for his Civil Engineering undergrad, where he started the Creative Arts Society to cater to the innovators there. He started his career as a risk engineer. He studied the emerging insurance market there and its relevance to the Indian economy and wrote a series of articles for The Economic Times, a leading financial newspaper. He received his MBA at UCLA Anderson School of Management, specializing in entrepreneurship and marketing. At Anderson, he revived the Operations Association, and also cofounded a student-run news journal on new management styles and innovations, for distribution to entrepreneurs. Currently, he continues to work with entrepreneurs and innovators to more effectively manage operations and service customers better, through enhanced intelligence gathering methods.