

Create value **for customers** and  
build customer relationships

Understand the  
marketplace and  
customer needs  
and wants



Design a  
customer value-  
driven marketing  
strategy



Construct an  
integrated  
marketing program  
that delivers  
superior value



Build profitable  
relationships and  
create customer  
delight



Capture value **from  
customers** in return

Capture value  
from customers to  
create profits and  
customer equity