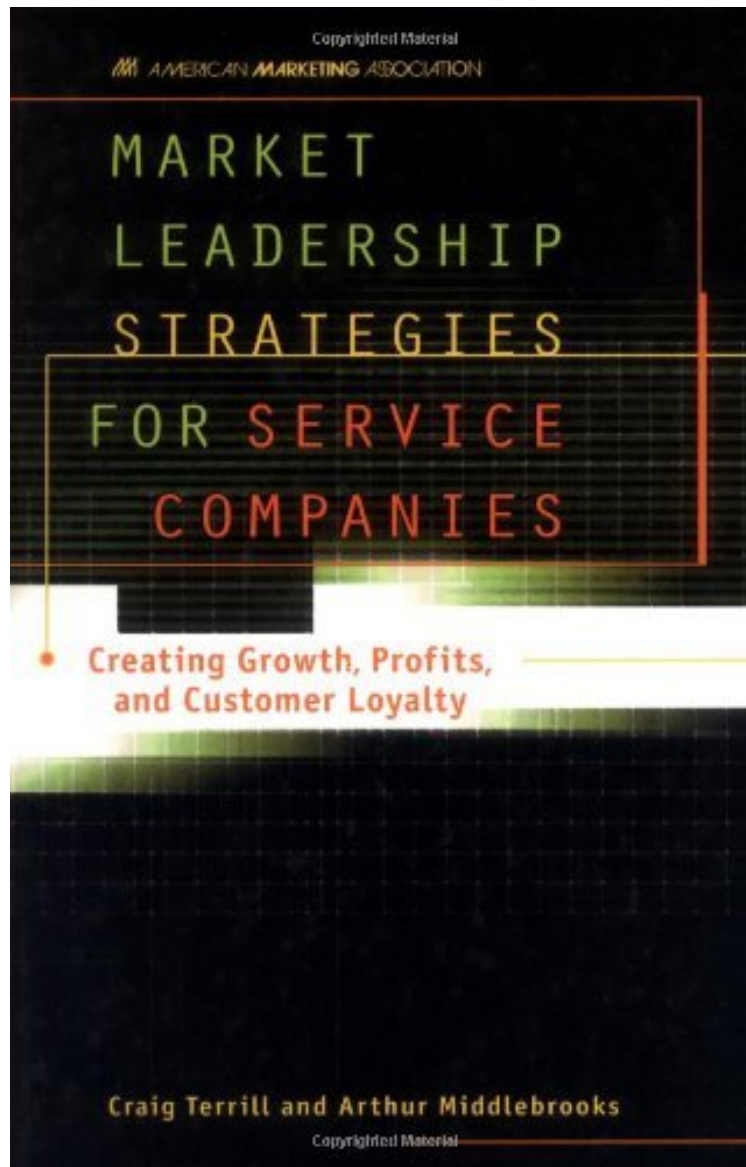


Market Leadership Strategies for Service Companies

Craig Terrill, Arthur Middlebrooks
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Craig Terrill, Arthur Middlebrooks : Market Leadership Strategies for Service Companies before purchasing it in order to gage whether or not it would be worth my time, and all praised Market Leadership Strategies for Service Companies:

5 of 7 people found the following review helpful. Whoever heard of a New "Service" Development process?By A CustomerUntil now, it seems that most every book written on the topic of developing something new at a company has replaced the word "Product" with the word "Service" and carried on as if nothing changed.Well, it has.Products and services are two different business animals, and these authors FINALLY call a spade a spade and then deal with the

consequences. While many of the approaches between new product development and new service development are deceptively similar, the authors point to some key differences that substantially affect results. They answer questions like: When do you solicit customer input? How can reengineering save money but kill a service your company offers? Why are company new service brainstorming sessions ineffective? The answers seem intuitive - but only after you've read it. It also gives you some talking points about why "Being better" can trap your company as an also-ran. I winced during and after taking their survey. The part of reading this book that wasn't fun was realizing the work I needed to do in my company. The fun part was knowing I now have a map to get there. I found the book readable and useful, and I've already made changes based on its recommendations.

2 of 6 people found the following review helpful. The Best Services Leadership Excellence Book I Have Read By Scott M. Davis I am the Managing Partner for a company that serves scores of clients every year, all seeking to improve their businesses. Having spent the last 13 years in the services sector and constantly searching for new ways to serve my clients better, I finally found the book that teaches you how to "be the best that you can be." Middlebrooks and Terrill provide scores of frameworks and examples from their vast experiences to lead the reader from point a to point b. Borrowing lessons learned from Fortune 10 companies to \$20 million business to business specialty companies, I truly felt like I received a second MBA--for a lot less money. The best insights I received from their book was tied to how to help my clients fill that strategic anomaly called the revenue and profit growth gap. This book helped me better understand not only how to help my clients (as well as my company) fill this gap but also the variety of approaches I have at my disposal to help them achieve their longer term plans. From new product development to segmentation to branding and positioning to communications, this book is definitely an invaluable resource and a definitive how-to guidebook. I am a better business leader and my clients will be better served as a result of reading this landmark book. Thanks guys for providing me with an incredible roadmap for future success.

4 of 8 people found the following review helpful. The Best Marketing Service Book I Have Ever Read By Scott M. Davis As the Managing Partner for a major consulting firm and having spent 13 years in the services sector, I can honestly say I have read hundreds of business books. This is by far one of the best I have ever read. Terrill and Middlebrooks provide scores of frameworks and client examples that provide a literal How-To roadmap for anyone serious about growing their company -- in an extremely profitable way. I found especially insightful the authors perspectives on how to fill the financial growth gap that most companies find to be the most challenging part of their longer term strategy. From new product development to segmentation to positioning and branding to communications, Terrill and Middlebrooks basically give you an MBA in a book. I have to admit I have borrowed their concepts fairly liberally since I read this book as it serves only to provide my clients (as well as my company) with the best possible solutions to their growth challenges. Thanks guys for taking the seminal thinking that already exists in the services sector several steps further. Bravo!

Market Leadership Strategies for Service Companies reveals the key strategies for creating and sustaining a market leadership position for any service business. Service industry experts Craig A. Terrill and Arthur G. Middlebrooks affirm that in order to become a dominant market leader, a service company must find ways to: Define their service business and the benefits customers receive Reveal the intangible aspects of the service experience Move in a different direction from competitors by addressing new, intense, and unmet customer needs Put people back into the equation, not just automate and reengineer to increase operational efficiency Find ways to move away from the parity battles (i.e., fights over the perceived equality of the same type of service from different companies) in their particular industry Offering a detailed, comprehensive plan, the authors employ examples drawn from a wide selection of recognizable service companies, such as Southwest Airlines, Dominos Pizza, Pizza Hut, Taco Bell, Fed Ex, Home Depot, IBM, Marriott Hotels, MiniMaids, and more. The result is a highly effective practitioner's guide that includes best practices and case studies. Praise for Market Leadership Strategies for Service Companies " The number one problem for every service firm today is differentiation. Craig Terrill and Art Middlebrooks challenge us to become market leaders by doing things differently in employee engagement and service innovation. This book is the bible for service industry executives who want to be change agents in their business and who seek practical solutions to achieving growth." -- J. Terrence Franke, principal, sales and marketing Hewitt Associates

" Finally, someone understands the strategic role of marketing in a service organization. This book offers words to work by." -- Lu M. Cordova, CEO, TixToGo.com "The number one problem for every service firm today is differentiation. Craig Terrill and Art Middlebrooks challenge us to become market leaders by doing things differently in employee engagement and service innovation. This book is the bible for service industry executives who want to be change agents in their business and who seek practical solutions to achieving growth." -- J. Terrence Franke, Principal, Sales and Marketing, Hewitt Associates "With the American economy becoming increasingly more service-based, this insightful book provides timely guidance for the growing number of service marketers. Middlebrooks and Terrill clearly define what all of us need to do to maximize the marketing and operational impact of our key resources of people, processes and innovation." -- Thomas D. Shapiro, Brand Director, General Nutrition Corporation GNC From the Publisher Service industries and companies now dominate the U.S. economy, accounting for nearly 70% of the

GNP and over 70% of the workforce in recent years. In order to achieve dramatic growth in any service industry -- from fast food to telecommunications -- authors Craig Terrill and Arthur Middlebrooks contend that companies must find ways to move away from industry parity battles and focus instead upon marketing the intangible aspects of the service experience and addressing new, intense and unmet customer needs. *Market Leadership Strategies for Service Companies* show readers the steps to take in order to create dramatic growth in any service company, in any service industry, through reapproaching the marketing mindset. Examples drawn from a wide selection of recognizable service companies and industries including Southwest Airlines, Dominos Pizza, Pizza Hut, Taco Bell, Fed Ex, Home Depot, IBM, Marriott Hotels, MiniMaids, illustrate how moving in a different direction from competitors and by putting people back into the service equation, any company can achieve market dominance. *Market Leadership Strategies for Service Companies* highlights innovative practices and approaches that, when put into play, lead to growth of the entire organization, to higher profit margins, and to increased customer loyalty. (Danielle Egan-Miller, Editor, NTC Business Books).

From the Back Cover *Market Leadership Strategies for Service Companies* reveals the key strategies every service company needs to know in order to become a market leader and then successfully stay ahead of the competition. Service industries and companies now dominate the U.S. economy, accounting for nearly 70 percent of the GNP and over 70 percent of the workforce in recent years. In order to achieve dramatic growth in any service industry--from fast food to telecommunications--authors Craig Terrill and Arthur Middlebrooks affirm that companies must find ways to move away from industry parity battles and focus instead upon marketing the intangible aspects of the service experience and addressing new, intense, and unmet customer needs. Directed to senior marketing and management professionals, *Market Leadership Strategies for Service Companies* elucidates the steps to take in order to create dramatic growth in any service company, in any service industry, through reapproaching the marketing mindset. Examples drawn from a wide selection of recognizable service companies and industries including Southwest Airlines, Dominos Pizza, Pizza Hut, Taco Bell, Fed Ex, Home Depot, IBM, Marriott Hotels, and MiniMaids, illustrate how any company can achieve market dominance by moving in a different direction from competitors and by putting people back into the service equation. This book gives managers innovative practices and approaches that can lead to growth of the entire organization, higher profit margins, and increased customer loyalty.