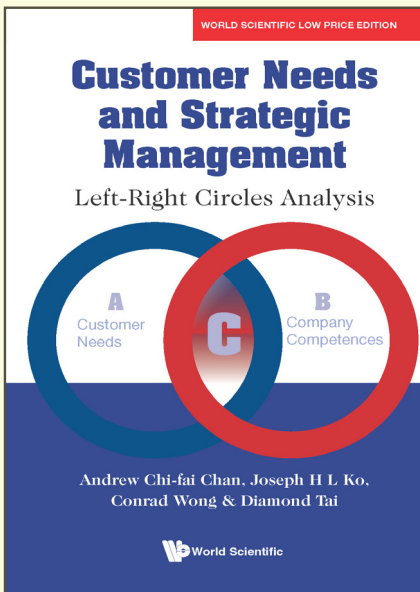


Customer Needs and Strategic Management

Left-Right Circles Analysis



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ABOUT THE BOOK

Often, “Customer First”, or even “Customer as the Sole Purpose”, has been touted as the golden principle to conduct business in our commercial world. But to a lot of people, practising it is not as simple as it sounds. People interpret the principle in their own ways and adopt different approaches in practice.

This book develops a “Left-Right Circles” theory where customer needs are depicted as the “Left Circle”. The book also analyzes various levels of customer needs and the key approaches to satisfying those needs. The “Right Circle” in this theory depicts how a company develops its own strengths as competencies. The book describes how the Left and Right Circles interact, move in sync in a perfectly harmonious manner, offer products and services that customers will repeatedly purchase, and thereby build a strong base of loyal supporters for the company. The Left Circle driven approaches are applicable equally to serving customers and stakeholders. The approaches apply effectively to non-profit organizations as well as to profit-making companies. The theory can also be extended to interpersonal relationships, helping to enhance harmony and joy in personal lives.

READERSHIP

Academics, professionals, undergraduate and graduate students interested in customer relationship management, strategic management, marketing strategy, and customer needs.

CONTENTS

- What is “Left-Right Circles”? Overview of Left-Right Circles with Areas A To E
- Guided by the Left Circle: Using Left Circle as a Guide for All Approaches
- Dynamic Left Circle
- Identifying New Needs and New Customers
- Internal Left Circle: Important Roles of Company’s Own Staff
- Left Circle of Left Circle: Exploring and Capitalizing on People Influencing Left Circle
- Turning Left into Right: Turning Left Circle into Company’s Strong Supporters to Increase Its Strength
- Unrecognized Needs: Exploring Unstated Needs, Satisfying Deeper and Higher-Level Needs

- Seemingly Unrelated Left Circle: Exploring Non-apparent Left Circle for Better Results
- Summing Up Left-Right Circles with Four Axioms

ABOUT THE AUTHORS

Professor Andrew Chi-fai Chan has been invited to be the President of the Greater Bay Area Business School since July 2020. At present, he is also the Emeritus Professor of Department of Marketing in the Chinese University of Hong Kong (CUHK). He was the Director of CUHK EMBA Programme from 2002 to 2020 and Head of Shaw College from 2010 to 2020.

Joseph H L Ko, previously an airline executive in Hong Kong and an independent consultant and entrepreneur in Sydney, Joseph is currently a freelance writer and provides editing and translation services for the Chinese University of Hong Kong from his home in Sydney, Australia. A graduate from the University of Hong Kong, he obtained an MBA from the University of Michigan, Ann Arbor, USA.

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Dr Diamond Tai is currently an Adjunct Associate Professor at the Chinese University of Hong Kong (Shenzhen), experienced in teaching marketing and advertising courses and focusing on developing marketing strategies in the Greater Bay Area. Dr Tai has been serving the advertising industry in China and Hong Kong for more than 30 years. When he started his career in advertising, he was the first batch of the practitioner in China advertising. Dr Tai is a seasoned strategic and practical advertising practitioner. He has supported many international 4A advertising companies to land in China and introduce newcomers into the industry.

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