



# Customer-Centered: Telecommunications Services Marketing (Artech House Telecommunications Library)

*Karen G. Strouse*

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In today's telecommunications services industry, rapidly changing technologies and a decline in growth are creating intense competition where the customers' quest for value is of paramount importance. Offering telecom service providers a survival strategy based on customer-centered marketing, this forward-looking resource helps strategic planners and managers assess their company's market potential and target desirable segments successfully. Professionals gain practical insight in evaluating their present customer base and learn the best ways to adjust their marketing strategies to eliminate unprofitable customers and attract high-value replacements. Moreover, the book helps professionals become attuned to customer demand and present a service portfolio with a high potential for success.

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