



# Building the Value Machine: Transforming Your Business through Collaborative Customer Partnerships

*Peter Cheverton*

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*Building the Value Machine* describes the type of business that many aspire to - a business able to align its internal functions (commercial, technical, operational) in order to collaborate with its key customers in the creation of real and unique value, and all for mutual benefit. The challenge is to find the "right organizational structures," the "right planning and operational processes," and to place all of that under the "right kind of leadership," in order to create the "right kind of value" - the kind that will be good for the customer's business, and the kind that will be good for your own.

The business that pursues these goals is the sort of business explored in this book - the business that wishes to become a true Value Machine. *Building the Value Machine* shows readers how to meet these challenges describing the tools and skills that will be required, while keeping its focus firmly on the real world of practical application. Above all else it shows how a business should be led, and how it must make its most vital decisions - those to do with its key customers and those to do with its value-creating capabilities.

*Building the Value Machine* is an essential read for any CEO, managing director, sales and marketing director, or key manager looking to transform a business into a true Value Machine. Complete with examples, practical tips and advice, *Building the Value Machine* gives readers the essential information needed to identify the opportunities that can then be translated into the creation of new value, which will benefit both the business and the customer.

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