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# Unlocking The Customer Value Chain How Decoupling Drives Consumer Disruption By Thales S Teixeira

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**June 2nd, 2020 - unlocking the customer value chain proposes a novel framework for understanding the rise of tech driven disruption across myriad industries in the last 20 years placing a strong emphasis not on the technology itself but how it drives value for consumers'**

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May 11th, 2020 - in his recent book unlocking the customer value chain teixeira examines the myth that innovation should be focused on technology disruption because new technology panies are replacing traditional ones think facebook google and his argument is that new technology isn t driving more disruption today consumers are p 2'

**'unlocking the customer value chain the innovation engine**

**June 4th, 2020 - on this episode of the innovation engine podcast we look at unlocking the customer value chain among the topics we ll discuss are why panies need to be thinking more about business model innovation than technology innovation why they should focus far less on the petition and far more on their customers and what we really mean when we talk about the concept of digital disruption"bartleby conscious decoupling business the economist**

**May 28th, 2020 - in his book unlocking the customer value chain he explains how this concept applies across a wide range of industries buying a product will involve at least four stages'**

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**June 4th, 2020 - unlocking the customer value chain page 1 unlocking the customer value chain how decoupling**

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**drives consumer disruption thales s teixeira thales teixeira is an associate professor of business administration at the harvard business school he specializes in digital marketing strategy e merce and the economics of attention'**

**'what do you mean by the term decoupling by thales teixeira**

April 12th, 2020 - his new book is titled unlocking the customer value chain description thales teixeira explains the concept of decoupling as it applies to the consumer value chain'

**'unlocking the customer value chain how decoupling drives**

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May 26th, 2020 - read deepen your learning of decoupling choose buy and use products and services by decoupling the customer value chain these startups instead of taking on the unilevers and nikes bmw s and unlocking the customer value chain is an essential guide to demystifying how digital disruption takes place'

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May 23rd, 2020 - unlocking the customer value chain how decoupling drives consumer disruption by thales s teixeira greg piechota nonfiction business 0 based on six years of research harvard business school professor thales teixeira shows how and why industries are disrupted and what established panies can do to respond as well as what potential startups must master if they hope to gain a petitive edge'

**'unlocking the customer value chain thales s teixeira**

May 25th, 2020 - unlocking the customer value chain thales s teixeira amp greg piechota based on six years of research harvard business school professor thales teixeira shows how and why industries are disrupted and what established panies can do to respond as well as what potential startups must master if they hope to gain a petitive edge'

**'unlocking the customer value chain how decoupling drives**

May 16th, 2020 - by decoupling the customer value chain these startups instead of taking on the unilevers and nikes bmw s and sephoras of the world head on peel away a piece of the consumer purchasing process birchbox offered women a new way

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to sample beauty products from a variety of panies from the convenience of their homes without having to visit a store" **book review of unlocking the customer value chain by**

*June 1st, 2020 - decoupling is when a firm fulfills one of more pieces of that value chain in a better way for the customer than done previously business models customer value chain a key theme throughout the book is innovation not product or fulfillment innovation but a customer centric business model innovation defined below'*

**'unlocking the customer value chain by thales s teixeira**

*June 3rd, 2020 - about unlocking the customer value chain based on eight years of research visiting dozens of startups tech panies and incumbents harvard business school professor thales teixeira shows how and why consumer industries are disrupted and what established panies can do about it while highlighting the specific strategies potential startups use to gain a petitive edge"***unlocking the customer value chain how decoupling drives**

**June 5th, 2020 - illustrated with vivid indepth and exclusive accounts of both startups and reigning incumbents like best buy and cast as they struggle to respond unlocking the customer value chain is an essential guide to demystifying how digital disruption takes place and what panies can do to defend themselves'**

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**'decouple the value chain to drive digital disruption**

June 3rd, 2020 - more and more startups will use decoupling to steal customer activities from large and powerful incumbents decoupling helps entrepreneurs to hone in on one activity in the customer value chain that is currently being poorly delivered by the leading panies in the market'

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**'what drives disruption hint it s not technology**

June 2nd, 2020 - his findings based on eight years of researching startups tech panies and incumbents are explained in his new book unlocking the customer value chain how decoupling drives consumer disruption'

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### **'unlocking the customer value chain audiobook by thales s**

May 5th, 2020 - in unlocking the customer value chain he gives us a road map for winning the right customers and for keeping them amidst the vast wreckage of destroyed business models fresh smart and strategic a worthy read jim collins author of good to great co author of built to last"unlocking the customer value chain how decoupling drives

**June 5th, 2020 - unlocking the customer value chain book read 10 reviews from the world s largest munity for readers based on six years of research harvard business'**

### **'the role of decoupling points in value chain management**

June 1st, 2020 - all supply chains are not the same a key factor that affects the design and management of a value chain is the position of the customer order decoupling point some products are produced to order e g configured to particular customer needs while others are produced to stock typically standard products the customer order decoupling point codp identifies the point in the material flow"unlocking the customer value chain how decoupling drives

**May 15th, 2020 - unlocking the customer value chain how decoupling drives consumer disruption thales s teixeira greg piechota tom weitzel random house audio fr livres"decoupling**

*June 6th, 2020 - decoupling is the breaking of the links between customer activities by a digital player that have what you will find inside the book unlocking the customer value chain experience experience and practice decoupling by attending a full or half day workshop'*

### **'summary of unlocking the customer value chain by thales**

**June 1st, 2020 - specifically get to know and see your customer s value chain from their perspective what they want and the steps they undertake to get that traditional panies expected consumers to carry out all these activities with them the most successful digital upstarts decouple or break apart this value chain'**

### **'unlocking the customer value chain how decoupling drives**

June 6th, 2020 - by decoupling the customer value chain these startups instead of taking on the unilevers and nikes bmw s and sephoras of the world head on peel away a piece of the consumer purchasing process birchbox offered women a new way to sample beauty products from a variety of panies from the convenience of their homes without having to visit a store'

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**'decoupling of the value chain roundmap 360 framework**

**June 1st, 2020 - professor thales teixeira from harvard business school took 8 years to write his book unlocking the customer value chain how decoupling drives consumer disruption his observations of dozens of startups tech panies and traditional players led to an understanding of how business is being disrupted'**

**'the innovation engine podcast ep 152 unlocking the**

*May 28th, 2020 - on this episode of the innovation engine we ll be looking at unlocking the customer value chain among the topics we ll discuss are why panies need to be thinking more about business model innovation than technology innovation why they should focus far less on the petition and far more on their customers and what we really mean when we talk about the concept of digital disruption'*

**'unlocking the customer value chain a book review by bob**

*May 4th, 2020 - unlocking the customer value chain how decoupling drives consumer disruption thales s teixeira with greg piechota currency an imprint of crown publishing group february 2019 like other chains this one is only as strong as its weakest link'*

**'required reading the keys for unlocking the customer**

**May 12th, 2020 - digital disruption is inevitable start ups like uber and airbnb popped up and quickly stole market share from industry heavyweights yet according to the book unlocking the customer value chain how decoupling drives consumer disruption there is a pattern to digital disruption and panies that understand that pattern will be able to respond to disruptors'**

**'book brief unlocking the customer value chain**

*May 28th, 2020 - brief summary title unlocking the customer value chain how decoupling drives consumer disruption authors thales s teixeira published 2019 by currency what it teaches the book argues that'*

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