

# BEYOND THE FAMILIAR LONG TERM GROWTH THROUGH CUSTOMER FOCUS AND INNOVATION BY PATRICK BARWISE SEAN MEEHAN%0A

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**Beyond the Familiar Long Term Growth through Customer**  
In Beyond the Familiar, Patrick Barwise (London Business School) and Sean Meehan (IMD) go back to basics: actionable customer insights flowing freely through the firm, leading to relentless customer-focused innovation and an increasingly strong, trusted brand.

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Strong customer-focused companies have a clear, relevant promise which they obsessively deliver day-in, day-out. At the same time, they relentlessly drive the market by evolving the offer in the face of market developments and opportunities.

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Barwise, P. and Meehan, S. (eds) (2012) Index, in Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation, John Wiley & Sons, Inc., Hoboken, NJ

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### **Beyond the Familiar Long Term Growth through Customer Focus and Innovation**

Because they meet customer needs better than the competition, again and again, they are able to generate sustainable, profitable, market-leading organic growth. Join Professor Se n Meehan as he

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### **Beyond the Familiar Long Term Growth Customer Focus**

Today s interview is with Professor Patrick Barwise of London Business School about his new book, Beyond the Familiar. Now, this is quite a long interview .a shade over an hour. I did contemplate cutting it into sections but there is such a lot of great stuff in there that I couldn t bring myself to do that.

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### **Recorded Books Beyond the Familiar**

Above all the book runs counter to the fashionable claim that the starting-point for business success should be to find a 'blue-sky', 'out-of-the-box' breakthrough innovation. Barwise and Meehan use many compelling cases to illustrate how managers can find ways within their existing network and organization to achieve long term growth.

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### **Patrick Barwise Wikipedia**

Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation Simply Better: Winning and Keeping Customers by Delivering What Matters Most. [12] Winner of the 2005 American Marketing Association book prize.

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