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The Soul of Enterprise: Business in the Knowledge Economy

Friday at 12 Noon Pacific

March 5th 2021: Episode #330: In Search of Relationship Value

We all talk about how professional firms are in the relationship business. But is this just lip service? Do our business models reflect this relationship value, or do they reflect a transactional value? Even Value Pricing can focus us on the wrong understanding of what it is the customer truly values. Join Ed and Ron for a discussion of relationship value and how it is often unobserved and underpriced in today's firms.



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