

## **B2B Marketing Expert James Anderson Launches New Book On Customer Value Management**

*Axios faculty affiliate, Professor James Anderson of the Kellogg School of Management, launches his new book, Value Merchants: Demonstrating and Documenting Superior Value in Business Markets. Based on the results of his latest research on crafting winning value propositions and managing customer value, Dr. Anderson defines the best practices in business to business (B2B) marketing.*

Chicago, IL ([PRWeb](#)) January 14, 2008 -- Axios Partners, Inc. today announced its faculty affiliate, Professor James Anderson of the Kellogg School of Management, has launched his new book, Value Merchants: Demonstrating and Documenting Superior Value in Business Markets. Dr. Anderson is considered the world's leading authority on Business-to-Business (B2B) marketing having already written the best selling B2B marketing textbook and numerous Harvard Business Review articles. On Tuesday, January 15, Dr. Anderson will be hosting a book launch in conjunction with the Kellogg Alumni Association on the Kellogg campus in downtown Chicago.

Based on the results of Dr. Anderson's latest research on crafting winning value propositions and managing customer value, Value Merchants defines B2B marketing best practices and provides expert guidance to managers who are facing disappointing sales growth and increasing price pressures. "To gain a fair return on the value their offerings deliver, firms must be able to persuasively demonstrate and document the value they provide customers relative to the next best alternative for those customers," says Dr. Anderson. In Value Merchants, he describes his groundbreaking customer value assessment methodology to provide an understanding of customer requirements and preferences, and what it is worth in monetary terms to fulfill them.

"Dr. Anderson's approach to customer value management has created dramatic results for our clients. For example, we've seen clients increase margins by 25% or achieve 85% penetration in new markets by demonstrating and documenting their superior value," says Eric Berggren, Managing Director. To reflect the success that its clients have had with Dr. Anderson's and other cutting edge methods, Axios has redesigned its website: [www.AxiosPartnersInc.com](http://www.AxiosPartnersInc.com). Copies of Dr. Anderson's book, as well as other publications highlighting best practices in marketing, can be obtained through the Axios website: [www.AxiosPartnersInc.com/ideastools.html](http://www.AxiosPartnersInc.com/ideastools.html).

About Axios Partners, Inc.

Axios leads clients to innovate and manage their customer value for revenue and profit growth. Drawing on a network of expert resources, Axios combines highly skilled and experienced consultants with the cutting edge methods to address each client's unique challenges. Axios has developed and implemented highly effective differentiation strategies for clients across a variety of industries, such as financial services, high-tech, energy, health care, telecommunications and industrial products. Axios client results have been highlighted in Fortune, Harvard Business Review and numerous other publications.

For more information, please visit: [www.AxiosPartnersInc.com](http://www.AxiosPartnersInc.com).

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