

# Contents

Introduction	1
1 The Meaning of Value: Managing for Value Results	5
2 Management and the Value Network	21
3 Marketing and Value	41
4 Value and the Engineering Process	69
5 Value and the Acquisition Process	91
6 Manufacturing as a Value-Creating Process	115
7 Value and the Customer Service Process	137
8 Putting It All Together	161
Notes	187
Index	191