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In this day and age, things seem to be moving at a faster pace than usual. Competition is fierce and, often, whoever is faster gets the customer (and the sales) first. ... In a product-driven approach, development of visions start from the internal process within the company; in the customer-driven approach, ...

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This book will cover three pursuits of a customer-driven company. These pursuits likely cross into several departments—marketing, customer success, design, and product. When it comes to creating a customer-driven experience, however, the lines dividing your company’s actual departments may blur a bit, and collaboration will be key. 1.

Defining a customer-driven company - Appcues

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