

# Sense and Respond: The Journey to Customer Purpose

In today's increasingly competitive environment where consumers are demanding more variety and individualisation, enhanced productivity or economies of scale will no longer be enough to ensure companies survival

A new book from Palgrave Macmillan continues the debate surrounding lean thinking and emphasizes the need for customer focus and front-line leadership in order to succeed in the competitive world of business.

*Sense and Respond, The Journey to Customer Purpose* argues that lean thinking should be a driving force in helping companies identify what is of value to the customer. By sensing and responding to the customer's changing needs in a holistic way, the customer's voice begins to impact not only on the design and delivery of products and processes *but on the very nature of the organisation itself.*

The book examines and challenges conventional thinking and organisational designs. It explores the consequences and constraints inherent within traditional management philosophies and suggests an alternative approach that places customer intelligence and employee creativity at the heart of transformation. It also addresses the thorny issues of transformational leadership and operational resistance experienced within front line operations and the board room.

## About the Authors

SUE BARLOW specialises in organisational transformation and leadership development across numerous business sectors. Her exceptional contribution in the areas of team motivation, innovation and creative thinking were recognised when she was a finalist in the 'Bright Award For Business' at the 2003 National Business Awards.

STEPHEN PARRY has a background in strategy, change management, operational transformation and business development. In 2001 he won the European Call Centre of the Year award for Innovation and Creativity. In 2003 while Head of Strategy and Change at Fujitsu Services his strategy resulted in them winning the National Business Award for the 'Best Customer Service Strategy', for Sense and Respond. He regularly lectures at leading Business Schools including Cambridge-MIT Institute, Aston Business School and Cranfield School of Management and is a visiting fellow at the Lean Enterprise Academy UK.

MIKE FAULKNER is a professional business commentator, writer and author. He has contributed to numerous business debates, chairs several industry-specific committees and is part of a broad business strategic advisory panel

## About the Book

Sense and Respond: The Journey to Customer Purpose is published in hardback in June priced at £25.00, ISBN: 1-4039-4573-X For further information, to order a review copy or to arrange an interview, please contact: Clare Lawson, Palgrave Macmillan, Houndmills, Brunel Road, Basingstoke, RG21 6XS Tel: (01256) 302 720, fax: (01256) 330 688 email: c.lawson@palgrave.com

