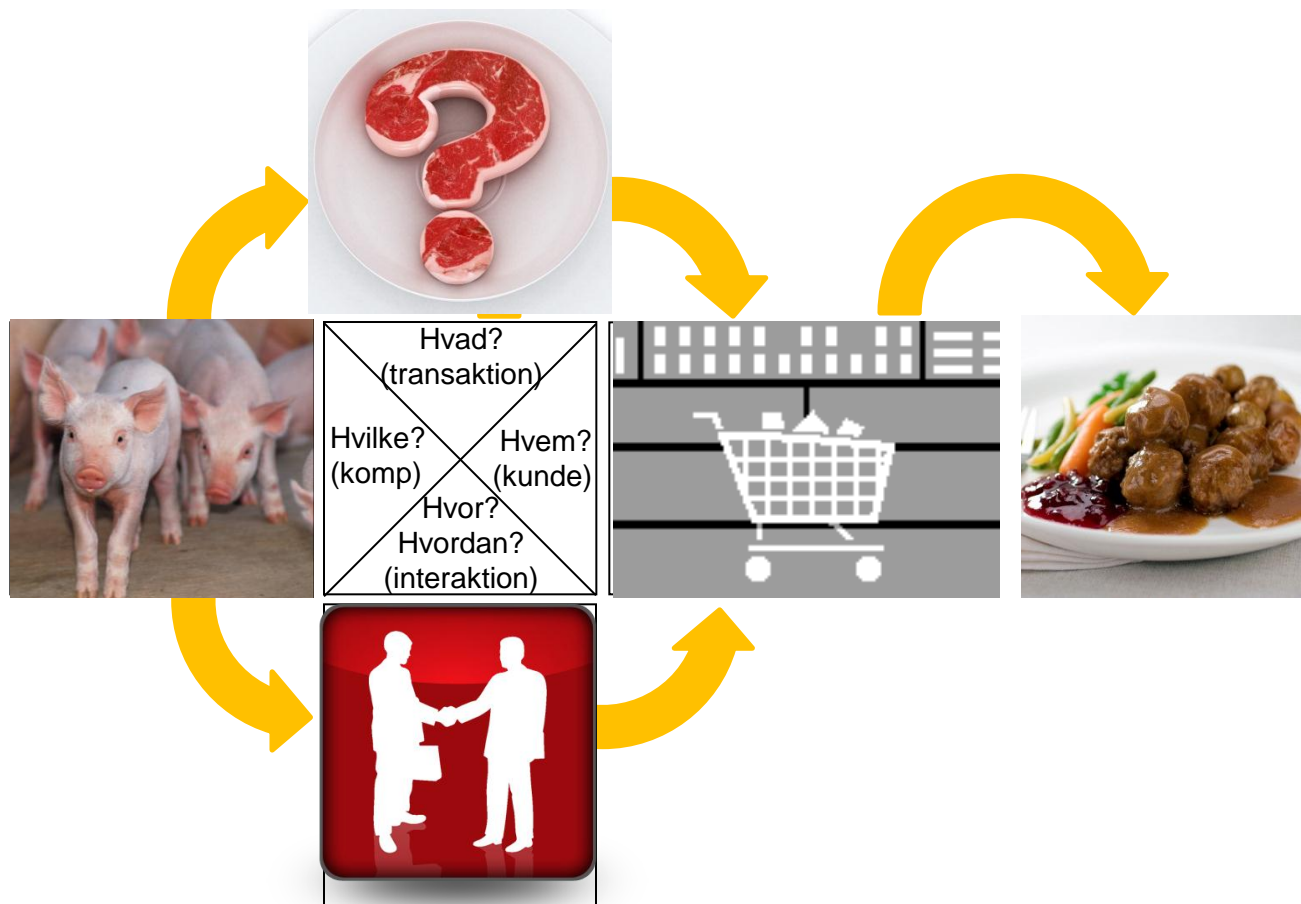

Hvem er kunden?

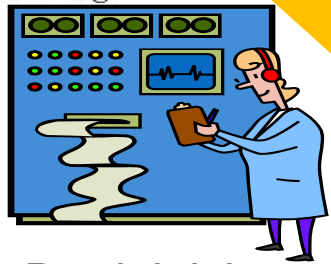
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+45 3815 2121 – ritter@cbs.dk

Kunden er den, der med glæde betaler



(The Business Model Matrix – Ritter, 2012)

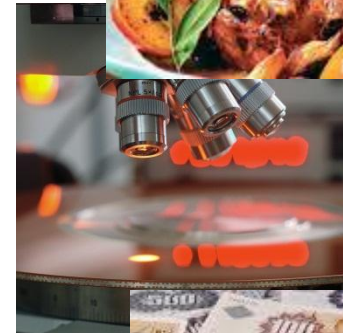
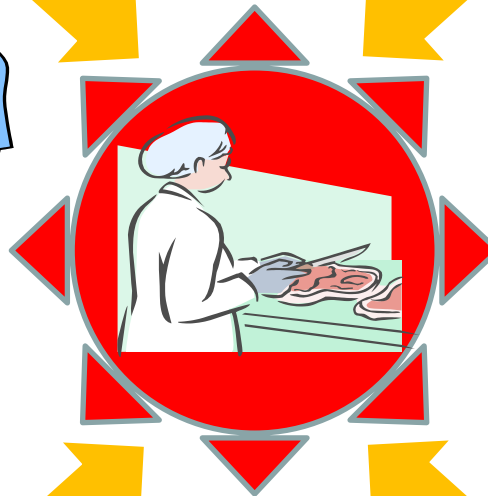
Men i hverdagen ser kunden anderledes ud



Produktivitet



Sikkerhed



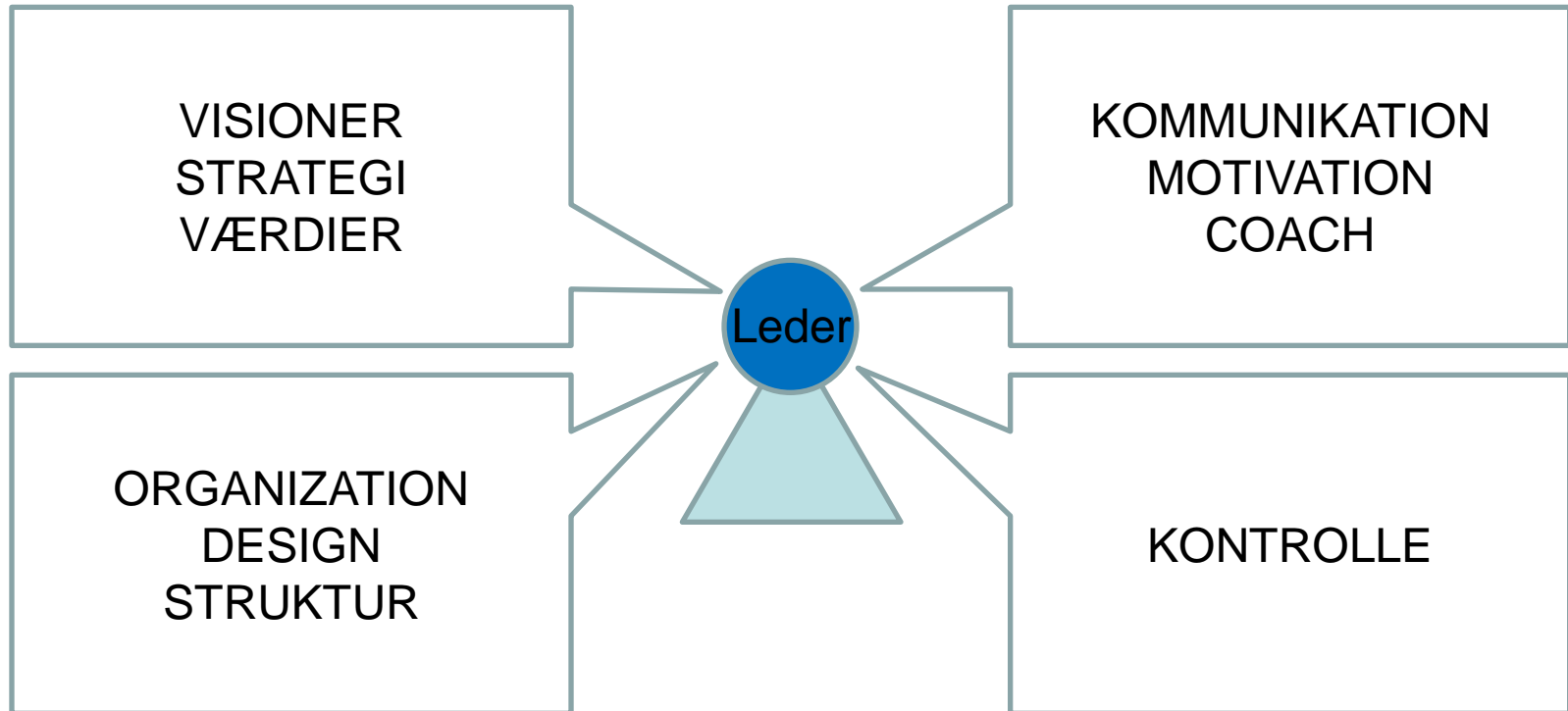
Kvalitet



Hvordan bygger vi en bro, så arbejde giver mening?



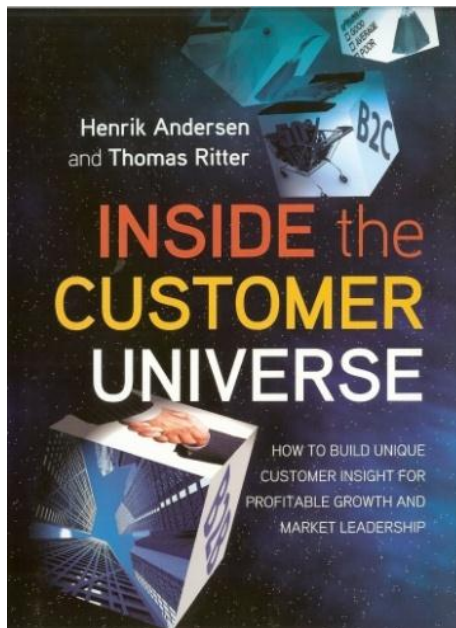
Hvad kan en leder gøre, for at bringe kunden med på arbejde?



(Geersbro & Ritter, 2010)

Tak for jeres opmærksomhed!

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8

A New Understanding of Market Creation: How CUBEical Thinking Uncovers Competitive Arenas Within Markets

Henrik Andersen & Thomas Ritter

Introduction

Many managers and executives think about market creation as developing a situation where their firm has no competitors but many potential customers. This logic of "contesting" is compelling: leave the current market with many competitors and find a new market where no competition exists. This strategy has recently received significant attention under the "blue ocean" label (Kim & Mauborgne, 2004). It is the antithesis of the ground version of market creation.

Following the "untouched ground" approach, radical innovation efforts often end in new products or product features that serve known customers and solve a known problem but in a very innovative way. Thus, it is not really a new market but rather an unmet solution logic of market creation. Every so often, radical