

eXubrio Group LLC Introduces Free 2009 White Paper Teaching Value Proposition Concepts - Written by Michael Lanning



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Buffalo, NY, September 21, 2009 – Marketing firm eXubrio Group LLC introduced an updated free white paper by Michael Lanning on the basics of value propositions and value chains. "The white paper, titled 'Delivering Profitable Value,' explains the concepts of value propositions, value chains, and value delivery systems," said Paul McAfee, Co-founder and CEO of eXubrio Group.

Michael Lanning, chairman of The DPV Group, LLC, wrote this white paper based on the consulting work his firm does for companies worldwide. Michael initially created the well-known concepts of the value proposition, and value delivery system, as a strategy consultant with McKinsey & Company. Michael further developed these concepts into a comprehensive business philosophy, framework, and methodology, as discussed in Michael's book "Delivering Profitable Value."

Delivering Profitable Value (DPV) is a radically different management process for profitably generating long-term growth. It begins with deeply studying the behavior and experiences of customers, thus uncovering opportunities and threats that cannot be revealed either by listening to customers or by studying one's own competencies. DPV calls upon managers to use this understanding to make a disciplined choice of what changes in the customer's experience the business will

cause. This is choosing a winning value proposition. Managers also must learn to design each business as a value delivery system. This is the rigorous alignment of all resources and processes in order to deliberately provide and communicate each element of that chosen value proposition.

Marketing firm eXubrio Group offers the Delivering Profitable Value process as one of its business strategy development services with permission from The DPV Group. Readers can find the "Delivering Profitable Value" white paper at eXubrio Group's web site: <http://www.exubrio.com/white-papers/>. "This process forms the foundation of the work we do for our clients," McAfee said.

About eXubrio Group LLC

eXubrio Group is an advertising, marketing, public relations, and web development agency. The firm provides services that range from fundamental marketing strategy development through all areas of advertising, public relations, and marketing material production. The firm specializes in developing clients' value propositions and key messages. This work is critical to the effective use of all marketing tools. The firm's technology team provides web application development and IT consulting services.

eXubrio Group's main office is at 1321 Millersport Highway, New York, near Buffalo. For more information visit <http://www.exubrio.com>.

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