

Michelin Fleet Solutions From selling tires to selling kilometers



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Michelin Fleet Solutions From Selling Tires To Kilometers

C. Sempels, J. Hoffmann



Michelin Fleet Solutions From Selling Tires To Kilometers:

Selling tires to selling kilometers. Was that strategy successful for the brand Michelin? ,2023-12-04 Seminar paper from the year 2023 in the subject Business economics Review of Business Studies grade 1 0 Hamburg School of Business Administration gGmbH language English abstract Michelin is a well known French tire manufacturer with a global representation They produce high quality tires for various vehicles including cars trucks motorcycles and bicycles Michelin is also known for its Michelin Guide a rating system for restaurants and hotels The transition from selling tires to selling kilometers for whole fleets is a strategic move by Michelin to move from selling tires to offering a complete mobility solution This transition involves customers receiving tires as a service TaaS where they pay based on distance driven rather than buying and servicing tires independently And while Michelin had a clear first mover advantage in the industry at the time 2000 2003 this service still presented some downsides for Michelin Another company that has established this system successfully is the aircraft jet manufacturer Rolls Royce Under the name TotalCare the price is calculated on a fixed per flying hour basis Thus maintained engines are rewarded Advantages are waste reduction efficiency increase and others Among other things Michelin s offer provides advantages such as planning security for the customer in terms of the monthly payment longer tire mileage and less impact on the environment But why was the offer still problematic In this study the analysis of the case studies and further data and references will address the central question Was this strategy successful and should it be extended to private customers At the same time an outlook on possible future developments will be given A short analytical look at the connection to the Car Subscription sector will be taken

Materials and Sustainable Development Michael F. Ashby,2022-06-26 Materials and Sustainable Development Second Edition written by noted materials selection authority Mike Ashby provides a structure and framework for analyzing sustainable development and the role of materials in it The book s aim is to introduce ways of exploring sustainable development to readers in a way that avoids simplistic interpretations and approaches complexity in a systematic way There is no completely right answer to questions of sustainable development instead there is a thoughtful well researched response that recognizes concerns of stakeholders conflicting priorities and the economic legal and social aspects of the technology and its environmental legacy The intent of the book is not to offer solutions to sustainability challenges but rather to improve the quality of discussion and enable informed balanced debate This updated edition has been updated to reflect new insights regulatory trends and other developments that have occurred since publication of the previous edition Describes sustainable development in increasingly detailed progression from a broad overview to specific tools and methods Includes updated chapter length case studies on topics such as biopolymers electric cars bamboo and lighting that vividly illustrate the sustainable development process from a materials perspective Covers business and economic aspects in chapters on corporate sustainability and the circular materials economy

Clean Winners Goutam Challagalla,Frederic Dalsace,2026-03-24 Despite massive investments

sustainable business still isn't very profitable for most companies. Here's a fresh approach for resetting sustainability for customer value and profitability. Store aisles packed with products labeled environmentally friendly. Businesses scrambling to respond to stakeholder demands that they make their operations sustainable. Ads touting green credentials for all kinds of enterprises. For a long time now, this has been the market landscape we've lived in, with companies such as Unilever leading the way and creating pressure for others to follow suit. But the uncomfortable truth is that after years of investment in sustainable products and services, most companies still aren't seeing the payoff, not financially, not in value for customers, and not in real environmental and social impact. Why not? As IMD professors Goutam Challagalla and Frédéric Dalsace show in this eye-opening and practical book, the shortfall is due to a strategic misalignment and a misunderstanding of what actually drives customers' purchase decisions. The authors flip conventional sustainability strategy on its head: instead of companies asking "How can we make our offerings more sustainable?" they should be asking "How can we use sustainability as a catalyst to improve the performance of our products, make them more affordable, or both?" Viewed this way, sustainability is an intrinsic value-generating element of an offering rather than a costly add-on. The authors call companies that understand this insight "Resonators." John Deere, Michelin, Schneider Electric, Nespresso, Reckitt, and others are clean winners or Resonators. With wide-ranging and instructive stories, they show how Resonators use sustainability to increase customer value and generate robust profits. Offering practical frameworks, tools, and tactics, *Clean Winners* is your essential guide to reimagining your sustainability strategy.

THE DEFINITIVE GUIDE TO B2B DIGITAL TRANSFORMATION Fred Geyer, Joerg Niessing, 2020-05-26

This book guides B2B leaders along a step-by-step path to uncommon growth through three transformative shifts: The Digital Selling Shift to digital demand generation, The Digital Customer Experience Makeover to digital customer engagement, and The Digital Proposition Pivot to data-powered digital solutions. The Definitive Guide is informed by the work of Fred Geyer at Prophet, a leading digital transformation consultancy, and Joerg Niessing at INSEAD, a global standard bearer for business education. Rich case studies from Maersk, Michelin, Adobe, and Air Liquide, with best practices from IBM, Salesforce.com, Thyssenkrupp, and scores of leading B2B companies, illustrate how putting customers at the heart of digital transformation drives uncommon growth. Fred and Joerg map the route from customer insight to in-market implementation for each transformational shift in four steps: Where to Play, Identify top customer growth opportunities; How to Win, Build the strategy to win customer preference; What to Do, Effectively deliver the strategy; Who is Needed, Assemble the team to make it happen. The two biggest barriers to successful digital transformation, effectively using customer data and enabling employees, are addressed by outlining a clear path to navigate forward based on best practices from other leading companies. The guide has won rave reviews from B2B leaders. This book illuminates the secret sauce of digital transformation in the B2B space. David Aaker, renowned brand strategist and bestselling author, offers a thought-provoking exploration of three crucial transformational shifts for B2B companies. Vincent Clerc, CEO of Maersk Ocean Logistics, says, "This is a great guide to applying best practices to the

formidable challenge of digital transformation in complex markets and supply chains Dr Lars Brzoska Chairman of the Board of Management Jungheinrich AG By providing case examples and step by step assistance in determining where to play how to win what to do and who to win this book fulfilled my need for inspiring and pragmatic transformation guidance Lindy Hood Chief Customer Experience Officer Zurich Financial North America **Sustainable Innovation Strategy** C. Sempels,J. Hoffmann,2013-10-04 Examining the links between sustainable development innovation strategy and the business model this thought provoking and timely book uses insightful case studies from mature and developing markets to demonstrate how sustainability needs to be at the core of every organization s strategy and innovation Quest N. Anand,Jean-Louis Barsoux,2014-02-11 This book identifies and addresses the seven transformation journeys that are reshaping corporations today It integrates and builds on the collective experience and learning of IMD s professors who work directly with many organizations around the world and observe their transformation struggles at close range By taking a holistic and interdisciplinary view of how organizations are transforming themselves IMD s faculty accompany global executives as individuals and as leaders of global corporations on their transformation journeys **Relationship Marketing in the Digital Age** Robert Palmatier,Lena Steinhoff,2019-01-15 The concept of relationship marketing has been discussed among marketing academics and managers since the early 1980s But instead of reaching its maturity stage relationship marketing is nowadays encountering its next upsurge Due to a confluence of trends driving the global business world including the transition to service based economies faster product commoditization intensified competition worldwide growth among emerging markets aging populations advertising saturation and above all the digital age strong customer relationships are more than ever vital to company strategy and performance Relationship Marketing in the Digital Age provides a comprehensive overview of the state of the art of relationship marketing offering fruitful insights to marketing scholars and practitioners In seven chapters divided into two main sections on understanding Part I and effectively applying Part II relationship marketing an introductory and a concluding chapter readers learn how to successfully manage customer seller relationships **The Phoenix Encounter Method: Lead Like Your Business Is on Fire!** Ian C. Woodward,V. "Paddy" Padmanabhan,Sameer Hasija,Ram Charan,2020-10-27 A radical new leadership strategy to transform business as we know it from a dream team of INSEAD professors and mega bestselling author Ram Charan The business landscape is littered with the wreckage of companies that crashed and burned when an apocalypse came in the shape of new competitive technologies upstart entrants demographic shifts and new world orders Who can feel safe in firestorm change The authors of The Phoenix Encounter Method don t advise safety In fact their method of leadership thinking requires you to imagine burning your business to the ground throwing yourself into a firestorm change and turning the upheaval to your organization s advantage It can then rise phoenix like from the ashes stronger and more powerful than ever Written with a sense of urgency and purposefully radical provocation The Phoenix Encounter Method represents the forward thinking of legendary business guru

Ram Charan and professors from the senior global leadership program of INSEAD one of the world s top graduate business schools The resulting methodology based on analysis of thousands of articles studies reports and academic and business practice was field tested in real life Phoenix Encounters conducted with more than fifteen hundred senior executives from startups and family businesses to legacy companies representing a broad range of industry and sectors in both developed and developing economies Whatever your sector or industry if you re responsible for your organization s ability to use change as a transformative opportunity you ll appreciate the dramatic impact The Phoenix Encounter Method will have on you your leadership and your organization

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