

TRACING THE ACTION PROFIT LINKS

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	COMPANY ACTIONS	DELIVERED PRODUCT/SERVICE	CUSTOMER ACTIONS			ECONOMIC IMPACT		
			PERCEPTIONS	ATTITUDES	OVERT BEHAVIOR			
Corporate & Business Unit Strategy	Operations <ul style="list-style-type: none"> Technology Job Design 	<ul style="list-style-type: none"> Product or Service Characteristics Price Schedule Employee Actions Brand/Company Name Facilities & Equipment Customer Communication 	Product or Service Perceptions	New Customer Attraction	Initial Purchase	Cost of Action (+ or -)	Profitability of Customer or Group	Company Profitability
	IT <ul style="list-style-type: none"> Management Information Systems 		Price Perceptions		Account Share			
	Human Resources <ul style="list-style-type: none"> Hiring & Staffing Training Safety & Health Compensation & Benefits 		Buying Process Perceptions		Repeat Purchases			
	Marketing & Sales <ul style="list-style-type: none"> Product/Service Concept Pricing Advertising 		Relationship Perceptions	Existing Customer Attraction	Related Purchases	Customer Revenues		
	Finance & Accounting <ul style="list-style-type: none"> Financial Structure Capital Budget 		Brand & Company Image		New Business Referrals			
	External <ul style="list-style-type: none"> Public Affairs Community Relations 			Price Acceptance	Number of Customers	Profitability of Other Customers or Groups		