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Handbook Research Customer Equity Marketing

The Handbook of Research on Customer Equity in Marketing explores the tactical and strategic issues related to understanding, measuring, managing and implementing this tool. Customer equity is the total combined customer lifetime values of all of a company's customers and includes Value Equity, Brand Equity and Relationship Equity.

Handbook of Research on Customer Equity in Marketing ...

Customer equity has emerged as the most important metric to manage firm performance and value. The Handbook of Research on Customer Equity in Marketing explores the tactical and strategic issues related to understanding, measuring, managing and implementing this tool. Customer equity is the total combined customer lifetime values of all of a company's customers and includes Value Equity, Brand Equity and Relationship Equity.

Handbook of Research on Customer Equity in Marketing

Customer equity has emerged as the most important metric to manage firm performance. This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizing firm performance. Drawing upon the wisdom of a global pool of leading scholars, the book serves as a comprehensive and authoritative guide on customer lifetime value and customer equity for marketing researchers, practitioners, and students ...

Handbook of Research on Customer Equity in Marketing

Handbook of research on customer equity in marketing. [V Kumar; Denish Shah:] -- "Customer equity has emerged as the most important metric to manage firm performance. This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and ...

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Drivers of customer equity : Handbook of Research on ...

Customer equity has emerged as the most important metric to manage firm performance. This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizing firm performance. Drawing upon the wisdom of a global pool of leading scholars, the book serves as a comprehensive and authoritative guide on customer lifetime value and customer equity for marketing researchers, practitioners, and students ...

Customer acquisition strategies: a customer equity ...

Divided into four parts, the Handbook addresses (1) the different nuances of delivering insights; (2) quantitative, qualitative, and online data gathering techniques; (3) basic and advanced data analysis methods; and (4) the substantial marketing issues that clients are interested in resolving through marketing research.

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This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizing firm performance. Drawing upon the wisdom of a global pool of leading scholars, the book serves as a comprehensive and authoritative guide on customer lifetime value and customer equity for marketing researchers, practitioners, and students worldwide.

Customer mindset metrics and firm performance : Handbook ...

The Handbook of Marketing Research: Uses, Misuses, and Future Advances comprehensively explores the approaches for delivering market insights for fact-based decision making in a market-oriented firm.

SAGE Reference - The Handbook of Marketing Research: Uses ...

Customer equity is a result of customer relationship management. Customer equity is the total of discounted lifetime values of all of the firms customers. In layman terms, the more loyal a customer, the more is the customer equity.

What is Customer Equity? Understanding Customer equity ...

In particular, customer equity (CE) and customer lifetime value (CLV) have been advanced as key CRM metrics related to the long-term value of customers. However, the most common CLV formulas contain significant limitations. For instance, many CLV models include assumptions of constant retention and revenue rates.

Incorporating dynamics in customer lifetime value models ...

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