



Capturing Customer Equity: Moving from Products to Customers

Download now

[Click here](#) if your download doesn't start automatically

Capturing Customer Equity: Moving from Products to Customers

Capturing Customer Equity: Moving from Products to Customers

One of the most important new concepts in marketing is customer equity—here's the essential information you need to create and manage it!

This book presents thought-provoking, cutting-edge writing on customer equity management. The editors and contributing authors are top international marketing researchers who share their expertise in this new area of marketing research and practice. *Capturing Customer Equity: Moving from Products to Markets* is designed to enable academics to chart out future research directions and to help marketers to apply recently developed frameworks to the creation and management of customer equity in domestic and international markets. Handy charts, tables, and figures make complex information easy to access and understand.

Capturing Customer Equity: Moving from Products to Markets is divided into five chapters:

Developing Relationship Equity in International Markets

This chapter delves into the realm of relationship marketing to define the term relationship equity and presents strategies for enhancing relationship equity in international markets via personal relationships as well as consistent processes and outcomes. This chapter, written by the editors and their partner Arun Sharma, also looks at specific implications for relationship marketing theory and practice in international markets.

Dimension and Implementation Drivers of Customer Equity Management (CEM)—Conceptual Framework, Qualitative Evidence, and Preliminary Results of a Quantitative Study

This chapter explores theoretical considerations as well as qualitative and quantitative research applying confirmatory factor analysis. It identifies three important dimensions of Customer Equity Management (CEM)—analytical, strategic, and operational—as well as three types of CEM implementation drivers, which represent determinants of the three CEM dimensions. Authors Manfred Bruhn, Dominik Georgi, and Karsten Hadwich present the measures they've developed for the CEM dimensions and drivers. These measures provide valuable help to practitioners and academics who need to understand how to manage and implement systematic customer equity management.

A Network-Based Approach to Customer Equity Management

This chapter, by René Algesheimer and Florian von Wangenheim, moves beyond the dyadic relationship marketing concept to present a theoretical framework for extending current thinking on customer equity towards the network perspective. Based on the current literature in social work, this chapter examines the characteristics that are likely to be powerful predictors of a customer's network value. Practical implications are highlighted, and directions for further research are suggested.

Strategies for Maximizing Customer Equity of Low Lifetime Value Customers

The management of customer equity has become a major issue for many firms. This chapter examines strategies designed to assist firms in their relationships with customers who have low lifetime value. By examining the relevant literature as well as industry strategies, author Arun Sharma explores the reasons why “transactional” and “discount” customers have largely been ignored by marketing strategists, and proposes methods to enhance segment penetration and the performance of firms. Implications for managers are also

highlighted.

Customer Value-Based Entry Decision in International Markets: The Cnocept of International Added Customer Equity

Market entry decisions are some of a firm's most important long-term strategic choices. Still, the international marketing literature has not yet fully incorporated the idea of relationship marketing in general, and the customer value concept in particular, as a basis for market entry decisions. This chapter, by Heiner Evanschitzky and Florian von Wange

 [Download Capturing Customer Equity: Moving from Products to ...pdf](#)

 [Read Online Capturing Customer Equity: Moving from Products ...pdf](#)

Download and Read Free Online Capturing Customer Equity: Moving from Products to Customers

From reader reviews:

Jose Higham:

This Capturing Customer Equity: Moving from Products to Customers is great e-book for you because the content that is certainly full of information for you who also always deal with world and have to make decision every minute. This book reveal it facts accurately using great manage word or we can claim no rambling sentences included. So if you are read the idea hurriedly you can have whole facts in it. Doesn't mean it only offers you straight forward sentences but challenging core information with splendid delivering sentences. Having Capturing Customer Equity: Moving from Products to Customers in your hand like getting the world in your arm, info in it is not ridiculous one. We can say that no book that offer you world in ten or fifteen moment right but this publication already do that. So , this can be good reading book. Hey there Mr. and Mrs. hectic do you still doubt that will?

Joel Peterson:

Is it you who having spare time after that spend it whole day simply by watching television programs or just laying on the bed? Do you need something totally new? This Capturing Customer Equity: Moving from Products to Customers can be the respond to, oh how comes? It's a book you know. You are and so out of date, spending your free time by reading in this brand-new era is common not a geek activity. So what these guides have than the others?

Walter Pyle:

With this era which is the greater man or woman or who has ability to do something more are more special than other. Do you want to become one of it? It is just simple method to have that. What you have to do is just spending your time little but quite enough to possess a look at some books. On the list of books in the top record in your reading list is usually Capturing Customer Equity: Moving from Products to Customers. This book and that is qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking upward and review this e-book you can get many advantages.

Jessica Harris:

Do you like reading a guide? Confuse to looking for your selected book? Or your book was rare? Why so many question for the book? But any people feel that they enjoy regarding reading. Some people likes reading through, not only science book but novel and Capturing Customer Equity: Moving from Products to Customers or others sources were given information for you. After you know how the great a book, you feel need to read more and more. Science publication was created for teacher or perhaps students especially. Those textbooks are helping them to put their knowledge. In different case, beside science guide, any other book likes Capturing Customer Equity: Moving from Products to Customers to make your spare time a lot more colorful. Many types of book like this one.

Download and Read Online Capturing Customer Equity: Moving from Products to Customers #EI8VBZDOJQP

Read Capturing Customer Equity: Moving from Products to Customers for online ebook

Capturing Customer Equity: Moving from Products to Customers Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Capturing Customer Equity: Moving from Products to Customers books to read online.

Online Capturing Customer Equity: Moving from Products to Customers ebook PDF download

Capturing Customer Equity: Moving from Products to Customers Doc

Capturing Customer Equity: Moving from Products to Customers Mobipocket

Capturing Customer Equity: Moving from Products to Customers EPub