

Customer Equity Management: Managing Customers As Assets By Spiros Gounaris;Nektarios Tzempelikos

By Spiros Gounaris;Nektarios Tzempelikos

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Keywords. Customer relationship management; Customer equity; Value drivers; Performance; The disappointing results from many customer relationship management (CRM

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Brand equity - Wikipedia, the free encyclopedia -

competitive dynamics and price structures of business-to the effect of customer mindset brand equity. Brand Management, 12

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Jun 29, 2007 Excellent presentation slides on managing customer equity. connections with customers

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Customer equity is the total combined customer lifetime values of all of the company s Customer relationship management; Customer value proposition; External links

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but also in the forecasting and analysis of customer trends and when interacting with its customers. of 'Customer Relationship Management

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What is customer relationship management? - Canada -

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