

Capturing Customer Equity

Moving from Products to Customers



David Rejon, PhD • Gopalakrishnan R. Iyer, PhD
Editors

Capturing Customer Equity Moving From Products To Customers

**David Bejou, Timothy L.
Kenningham, Lerzan Aksoy**



Capturing Customer Equity Moving From Products To Customers:

Capturing Customer Equity David Bejou, R. Gopalkrishnan, 2014-06-11 One of the most important new concepts in marketing is customer equity here is 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 Ren 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 Concept 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

Customer Lifetime Value David Bejou, Timothy L. Keningham, Lerzan Aksoy, 2013-04-03 Get the competitive edge by effectively managing customer lifetime value The customer lifetime value CLV concept is extensively changing the way today's business is managed A student or practitioner needs to understand CLV to best gain the competitive edge in business Customer Lifetime Value Reshaping the Way We Manage to Maximize Profits is a text that shows in detail how managers and researchers can best use CLV to a business's advantage This valuable resource explores various practical approaches to the measurement and management of customer value that focus on maximizing profitability and growth Leading thinkers discuss how to leverage CLV in all aspects of business including customer management employee management and firm valuation Everyone needing to prepare a business for success in the future should read this book Most books on the subject only cover separate components of CLV and are typically limited to targeting for direct response marketing Customer Lifetime Value presents all components cohesively putting them together into an understandable functioning whole This source prepares forward looking managers and researchers for the inevitable change and provides strategies to gain and sustain the competitive advantage Topics in Customer Lifetime Value include leveraging the customer database to maximize CLV using CLV in customer segmentation customer divestment using CLV in firm valuation setting up an organization designed to maximize CLV much more Customer Lifetime Value Reshaping the Way We Manage to Maximize Profits is essential reading for practitioners in the areas of customer satisfaction loyalty CRM and direct response as well as academics in the service marketing area

Innovation performance accounting Wilhelm Schmeisser, Hermann Mohnkopf, Matthias Hartmann, Gerhard Metze, 2010-06-16 For successful innovation in business the responsible managers need a consistent view of the individual processes as well as an assessment of key projects in all phases of the development Generating new ideas fast examination of its feasibility requires skilled methods for evaluation of these ideas plans and especially costs and revenues Business models calculation methods and some assessments of certain options are presented by the authors The ability to identify risks and appropriate responses to misperceptions are important milestones in the innovation process From analysis of problems to the introduction of market ready solutions legal requirements business demands and risk management systems are discussed Concepts promoting uniform binding rules for ratings in the innovation process are treated The identification of target pricing target costing and litigation the evaluation of the solution to calculate risk aspects as tasks in financial management and innovation controlling are part of the content The authors demonstrate that any innovation in different industries requires a strategic and financial project management Monetary assessment of the individual processes a detailed patent portfolio and accounts management for innovation processes are of enormous importance The book is completed by applications of the Berlin Balanced Scorecard

Concept with practical examples from the innovation projects in pharmaceutical and technical business Managing Customer Experience and Relationships Don Peppers, Martha Rogers, 2022-04-19 Every business on the planet is trying to maximize the value created by its customers Learn how to do it step by step in this newly revised Fourth Edition of Managing Customer Experience and Relationships A Strategic Framework Written by Don Peppers and Martha Rogers Ph D recognized for decades as two of the world's leading experts on customer experience issues the book combines theory case studies and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model and to treat different customers differently This latest edition adds new material including How to manage the mass customization principles that drive digital interactions How to understand and manage data driven marketing analytics issues without having to do the math How to implement and monitor customer success management the new discipline that has arisen alongside software as a service businesses How to deal with the increasing threat to privacy autonomy and competition posed by the big tech companies like Facebook Amazon and Google Teaching slide decks to accompany the book author written test banks for all chapters a complete glossary for the field and full indexing Ideal not just for students but for managers executives and other business leaders Managing Customer Experience and Relationships should prove an indispensable resource for marketing sales or customer service professionals in both the B2C and B2B world **Principles of Marketing** Gary Armstrong, Stewart Adam, Sara Denize, Philip Kotler, 2014-10-01 The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective easier and more enjoyable than ever Today's marketing is about creating customer value and building profitable customer relationships With even more new Australian and international case studies engaging real world examples and up to date information Principles of Marketing shows students how customer value creating and capturing it drives every effective marketing strategy The 6th edition is a thorough revision reflecting the latest trends in marketing including new coverage of social media mobile and other digital technologies In addition it covers the rapidly changing nature of customer relationships with both companies and brands and the tools marketers use to create deeper consumer involvement *The Service-Dominant Logic of Marketing* Robert F. Lusch, Stephen L. Vargo, 2014-12-18 Expanding on the editors award winning article Evolving to a New Dominant Logic for Marketing this book presents a challenging new paradigm for the marketing discipline This new paradigm is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed as a support function central to overall business strategy Service dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision rather than the exchange of goods as the proper subject of marketing It moves the orientation of marketing from a market to philosophy where customers are promoted to targeted and captured to a market with philosophy where the customer and supply chain partners are collaborators in the entire marketing process The editors elaborate on this model through an historical analysis clarification and extension of service dominant logic and

distinguished marketing thinkers then provide further insight and commentary The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice

Managing Customer Relationships Don Peppers, Martha Rogers, 2010-12-30 MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework Praise for the first edition Peppers and Rogers do a beautiful job of integrating actionable frameworks the thinking of other leaders in the field and best practices from leading edge companies Dr Hugh J Watson C Herman and Mary Virginia Terry Chair of Business Administration Terry College of Business University of Georgia Peppers and Rogers have been the vanguard for the developing field of customer relationship management and in this book they bring their wealth of experience and knowledge into academic focus This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory It is a must have for educators of customer relationship management and anyone who considers customer centric marketing the cornerstone of sound corporate strategy Dr Charlotte Mason Department Head Director and Professor Department of Marketing and Distribution Terry College of Business University of Georgia Don and Martha have done it again The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one to one customer results This is the ultimate inside scoop Roy Barnes Formerly with Marriott now President Blue Space Consulting This is going to become the how to book on developing a customer driven enterprise The marketplace is so much in need of this road map Mike Henry Leader for Consumer Insights at Acxiom Praise for the second edition Every company has customers and that s why every company needs a reference guide like this Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject and the essential tool for the field they helped to create David Reibstein William Stewart Woodside Professor of Marketing The Wharton School University of Pennsylvania *Handbook of Research on Customer Equity in Marketing* V. Kumar, Denish Shah, 2015-01-30 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 maximizin *The Intimate Supply Chain* David Frederick Ross, 2008-06-09 The growing power being exercised by today s consumer is causing significant paradigm shifts away from traditional marketing This is leading to a whole new take on the structure and functioning of supply chain management SCM It s no longer so much about improving the manufacturing process as it is improving the point and speed of contact and th Profit Brand Nick Wreden, 2007 Profit Brand presents a results driven view of branding that any CEO or CFO would applaud While branding strategies often concern themselves with awareness visibility impact and image author Nick Wreden shifts the focus to the bottom line He offers a comprehensive metrics based approach to branding that allows companies to link branding activities directly with profits Wreden looks at the inefficiencies of traditional branding strategies that stress customer acquisition over customer retention Customer loyalty he argues is the key to delivering profitability With

this in mind he explores loyalty schemes the need to own the customer experience and the means of leveraging allies as brand ambassadors He covers topics such as segmentation optimization pricing and communication strategies and explores accountability systems such as six sigma CRM and scorecards Citing examples from global brands such as IBM Disney Amex and KLM the book highlights marketing practices both good and bad

The Enigmatic Realm of **Capturing Customer Equity Moving From Products To Customers**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Capturing Customer Equity Moving From Products To Customers** a literary masterpiece penned with a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting effect on the hearts and minds of those who partake in its reading experience.

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