



Customer Equity: Building and Managing Relationships as Valuable Assets (Hardback) - Common

By (author) Gary Getz, By (author) Jacquelyn S. Thomas By (author) Robert C. Blattberg

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Offers marketing system for measuring and managing customer value as a financial asset. This book outlines customer equity's three core strategies - customer acquisition, customer retention, and add-on selling - and the balance among them, and explain how the customer life cycle affects strategy and the marketing mix.

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