

Are You Spending  
More on Your Customers  
Than They Are Worth?

# MANAGING CUSTOMERS AS Investments

The Strategic Value of  
Customers in the Long Run

SUNIL GUPTA • DONALD R. LEHMANN

# Managing Customers As Investments The Strategic Value Of Customers In The Long Run

**M Woodhall**



## **Managing Customers As Investments The Strategic Value Of Customers In The Long Run:**

**Managing Customers As Investments: The Strategic Value Of Customers In The Long Run** Gupta,

**Managing Customers as Investments** Sunil Gupta, Donald R. Lehmann, 2005-01-01 Linking customer lifetime value to business value powerful techniques for both executives and investors

**Managing Customers as Investments** Sunil Gupta Lehmann (Donald), 2017 *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 the *Managing Customer Experience and Relationships* Don Peppers, Martha Rogers, 2022-04-26 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

**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

### **Customer Relationship**

**Management** Francis Buttle,Stan Maklan,2015-02-11 Customer Relationship Management Third Edition is a much anticipated update of a bestselling textbook including substantial revisions to bring its coverage up to date with the very latest in CRM practice The book introduces the concept of CRM explains its benefits how and why it can be used the technologies that are deployed and how to implement it providing you with a guide to every aspect of CRM in your business or your studies Both theoretically sound and managerially relevant the book draws on academic and independent research from a wide range of disciplines including IS HR project management finance strategy and more Buttle and Maklan clearly and without jargon explain how CRM can be used throughout the customer life cycle stages of customer acquisition retention and development The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice NEW TO THIS EDITION Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout including new content on Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing sales and service automation Customer self service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing database marketing or key account management the book is also essential to industry professionals managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing sales or service management

**Fasten Your Seatbelt: The Passenger is Flying the Plane** Nawal K. Taneja,2018-01-09 Fasten Your Seatbelt The Passenger is Flying the Plane is the fourth in a series written at the encouragement of practitioners in the global airline industry Core customers are beginning to seize control of the direction of the industry from airline management Customers are doing so due to deep dissatisfaction with what is being offered by traditional carriers across all areas including network product price customer service and the distribution system New airlines have clearly focused business designs with the discipline to reject non valued products or services In the US new airlines score higher in customer satisfaction offering lower fares and making larger operating profits This book is about customer behaviour and how to

address it It provides detailed but easy to read practical discussion of the changes required on the part of airline management not only to think boldly but also to execute courageously and relentlessly ground breaking strategies to fly ahead of their customers As with previous books written by Nawal Taneja the primary audience continues to be senior level practitioners within the global airline industry in both traditional carrier and low complexity carrier segments The approach is impartial candid and pragmatic based on what is happening in the actual market place rather than theoretical business models

The Second Cycle Lars Kolind,2006-04-24 You re growing fast You re profitable Maybe they re even writing great things about you in the business press But just beneath the surface are you incubating the seeds of disaster It s happened over and over again in one industry after another to companies ranging from IBM to Upjohn In this book Lars Kolind helps you uncover the earliest signs of trouble and reignite a powerful new growth cycle Drawing upon his own experience as the CEO who turned around Oticon the world s top manufacturer of hearing aids Kolind introduces a comprehensive toolbox for revitalizing mature organizations tools for creating consensus around change using staff more effectively promoting innovation and much more Finally he applies his tools to a wide range of organizations in decline including the U S auto industry The result specific practical advice you can adapt to galvanize your organization no matter how well you re doing today

*The Marketing / Accounting Interface* Robin Roslender,Richard M.S. Wilson,2013-09-13 When marketing managers and financial managers join forces within any business the result can often be poor communication on financial criteria and goals The risk of this situation occurring is inevitably present when those with different professional backgrounds and roles are working in accordance with their own norms In his seminal 1956 paper on general systems theory the economist Kenneth Boulding referred to the phenomenon of specialised ears and generalised deafness which can be seen to exist when marketing managers are financially illiterate or when financial managers lack the necessary insights to design implement and operate accounting systems which are useful to marketing managers in carrying out their roles It is increasingly difficult to attach credence to the idea of marketing managers who lack financial skills or financial managers who fail to relate to the context in which marketing managers operate Understanding the marketing accounting interface is therefore important in generating emergent properties from the interaction of marketers and accountants whereby the whole is greater than the sum of the parts The chapters in this volume seek to address this challenge This book was originally published as a special issue of the Journal of Marketing Management

Exploring Services Science Stefano Za,Monica Drăgoicea,Maurizio Cavallari,2017-04-04 This book constitutes the proceedings of the 8th International Conference on Exploring Services Science IESS 2017 held in Rome Italy in May 2017 The 33 papers presented in this volume were carefully reviewed and selected from 48 submissions IESS 2017 covered major research and development areas related to Service Science foundations service engineering and management service innovation service orientation of processes applications in service sectors and ICT support for services The presented papers were organized in topical sections named theoretical

contributions literature analysis and conceptual models service systems analysis and design service organizations case studies and practices and sustainability service ecosystems environment control and transportation

**Principles of Marketing Engineering, 2nd Edition** Gary L. Lilien, Arvind Rangaswamy, Arnaud De Bruyn, 2013 The 21st century business environment demands more analysis and rigor in marketing decision making Increasingly marketing decision making resembles design engineering putting together concepts data analyses and simulations to learn about the marketplace and to design effective marketing plans While many view traditional marketing as art and some view it as science the new marketing increasingly looks like engineering that is combining art and science to solve specific problems Marketing Engineering is the systematic approach to harness data and knowledge to drive effective marketing decision making and implementation through a technology enabled and model supported decision process For more information on Excel based models that support these concepts visit DecisionPro biz We have designed this book primarily for the business school student or marketing manager who with minimal background and technical training must understand and employ the basic tools and models associated with Marketing Engineering We offer an accessible overview of the most widely used marketing engineering concepts and tools and show how they drive the collection of the right data and information to perform the right analyses to make better marketing plans better product designs and better marketing decisions What's New In the 2nd Edition While much has changed in the nearly five years since the first edition of Principles of Marketing Engineering was published much has remained the same Hence we have not changed the basic structure or contents of the book We have however Updated the examples and references Added new content on customer lifetime value and customer valuation methods Added several new pricing models Added new material on reverse perceptual mapping to describe some exciting enhancements to our Marketing Engineering for Excel software Provided some new perspectives on the future of Marketing Engineering Provided better alignment between the content of the text and both the software and cases available with Marketing Engineering for Excel 2.0

*Marketing Strategy* Robert W. Palmatier, Shrihari Sridhar, 2020-12-31 Marketing Strategy offers a unique and dynamic approach based on four underlying principles that underpin marketing today All customers differ All customers change All competitors react and All resources are limited The structured framework of this acclaimed textbook allows marketers to develop effective and flexible strategies to deal with diverse marketing problems under varying circumstances Uniquely integrating marketing analytics and data driven techniques with fundamental strategic pillars the book exemplifies a contemporary evidence based approach This base toolkit will support students decision making processes and equip them for a world driven by big data The second edition builds on the first's successful core foundation with additional pedagogy and key updates Research based action oriented and authored by world leading experts Marketing Strategy is the ideal resource for advanced undergraduate MBA and EMBA students of marketing and executives looking to bring a more systematic approach to corporate marketing strategies New to this Edition Revised and

updated throughout to reflect new research and industry developments including expanded coverage of digital marketing influencer marketing and social media strategies Enhanced pedagogy including new Worked Examples of Data Analytics Techniques and unsolved Analytics Driven Case Exercises to offer students hands on practice of data manipulation as well as classroom activities to stimulate peer to peer discussion Expanded range of examples to cover over 250 diverse companies from 25 countries and most industry segments Vibrant visual presentation with a new full colour design Accompanying online resources for this title can be found at [bloomsburyonlineresources.com](http://bloomsburyonlineresources.com) marketing strategy 2e These resources are designed to support teaching and learning when using this textbook and are available at no extra cost

### **The Dark Side of CRM**

Bang Nguyen, Lyndon Simkin, Ana Isabel Canhoto, 2015-09-04 Customers are treated badly Not all customers Not always But many are and often Some customers are bad They treat firms badly Firms have to react Employees and customers endure the consequences Such bad behaviours by firms and customers have consequences for perceptions of trust and fairness for endorsements and referrals for repeat purchasing and loyalty and ultimately for a firm's profitability and RoI The management of customer relationships is core to the success and even survival of the firm As The Dark Side of CRM explores this is an area fraught with difficulties duplicitous practice and undesirable behaviours These need acknowledging mitigating and controlling This book is the first of its kind to define these dark sides exploring also how firms and policy makers might address such behaviours and manage them successfully With contributions from many of the leading exponents globally of CRM and understanding customers The Dark Side of CRM is essential reading for students researchers and practitioners interested in managing customers relationship marketing and CRM as well as social media and marketing strategy

### **Architecting Fail-Safe Supply Networks** Shabnam Rezapour, Amirhossein Khosrojerdi, Golnoosh Rasoulifar, Janet K.

Allen, Jitesh H. Panchal, Ramakrishnan S. Srinivasan, Jeffrey D. Tew, Farrokh Mistree, 2018-09-06 A fail safe supply network is designed to mitigate the impact of variations and disruptions on people and corporations This is achieved by 1 developing a network structure to mitigate the impact of disruptions that distort the network structure and 2 planning flow through the network to neutralize the effects of variations In this monograph we propose a framework develop mathematical models and provide examples of fail safe supply network design We show that contrary to current thinking as embodied in the supply network literature disruption management decisions made at the strategic network design level are not independent from variation management decisions made at the operational level Accordingly we suggest that it is beneficial to manage disruptions and variations concurrently in supply networks This is achieved by architecting fail safe supply networks which are characterized by the following elements reliability robustness flexibility structural controllability and resilience Organizations can use the framework presented in this monograph to manage variations and disruptions Managers can select the best operational management strategies for their supply networks considering variations in supply and demand and identify the best network restoration strategies including facility fortification backup inventory flexible production capacity

flexible inventory and transportation route reconfiguration The framework is generalizable to other complex engineered networks

**Proceedings of MAC-EMM 2016** group of authors, 2016-08-04 Multidisciplinary Academic Conference on Economics Management and Marketing Czech Republic Prague MAC EMM 2016

**Firms of Endearment** Rajendra Sisodia, David Wolfe, Jagdish N. Sheth, 2003-01-30 Today's best companies get it From Costco to Commerce Bank Wegmans to Whole Foods they're becoming the ultimate value creators They're generating every form of value that matters emotional experiential social and financial And they're doing it for all their stakeholders Not because it's politically correct because it's the only path to long term competitive advantage These are the Firms of Endearment Companies people love doing business with Love partnering with Love working for Love investing in Companies for whom loyalty isn't just real it's palpable and driving unbeatable advantages in everything from marketing to recruitment You need to become one of those companies This book will show you how You'll find specific practical guidance on transforming every relationship you have with customers associates partners investors and society If you want to be great truly great this is your blueprint We're entering an Age of Transcendence as people increasingly search for higher meaning in their lives not just more possessions This is transforming the marketplace the workplace the very soul of capitalism Increasingly today's most successful companies are bringing love joy authenticity empathy and soulfulness into their businesses they are delivering emotional experiential and social value not just profits Firms of Endearment illuminates this the most fundamental transformation in capitalism since Adam Smith It's not about corporate social responsibility it's about building companies that can sustain success in a radically new era It's about great companies like IDEO and IKEA Commerce Bank and Costco Wegmans and Whole Foods how they earn the powerful loyalty and affection that enables truly breathtaking performance This book is about gaining share of heart not just share of wallet It's about aligning stakeholders interests not just juggling them It's about building companies that leave the world a better place Most of all it's about why you must do all this or risk being left in the dust and how to get there from wherever you are now

Handbook of Strategic Account Management Diana Woodburn, Kevin Wilson, 2014-03-17 A compilation of the established knowledge in strategic account management While companies and academics expend tremendous effort on mass marketing they often overlook their immediate customers which are critical in both senses and hence the importance of strategic account management SAM This handbook is a compilation of papers that present researched knowledge of SAM across the academic community which fills a void in the existing academic literature Handbook of Strategic Account Management identifies drivers of the SAM approach key issues and success factors operational needs and areas still awaiting exploration Each paper includes an overall referenced summary of the tenets of SAM relevant to the area it reports and together with the combined list of references it creates an indispensable resource for academic readers students and researchers Handbook of Strategic Account Management is written by over 40 knowledgeable experts with substantial experience of SAM from teaching researching writing and advising companies on



why and how it works spread widely across Europe and the US It represents the balanced researched body of knowledge in SAM and will be an invaluable resource to anyone exploring the approach whether for a student thesis for original research or for answers on how to approach SAM as a company initiative Today s strategic key and global account management professionals owe thanks to a small community of academic researchers who over the past three decades have been pioneers in identifying cataloguing and analyzing the selling and business management practices of an emerging profession we now call strategic account management This Handbook is an important milestone to mark SAM s still evolving impact on corporate business strategies and its ever increasing relevance as a proven engine for growth in business to business strategic customer relationships Bernard Quancard President CEO of SAMA US based Strategic Account Management Association with over 3 000 members worldwide Yana Atanasova Bjorn Ivens Toni Mikkola Ivan Snehota Audrey Bink Ove Jensen Stefanos Mouzas Kaj Storbacka Per Olof Brehmer Robert Krapfel Peter Naud Olavi Uusitalo Noel Capon Antonella La Rocca Jukka Ojasalo Tom Vanderbiesen Simon Croom Sylvie Lacoste Catherine Pardo Stefan Wengler Osman G k Nikala Lane Nigel Piercy Kevin Wilson Paolo Guenzi R gis Lemmens Michael Pusateri Diana Woodburn Stephan Henneburg Tommi Mahlam ki Jakob Rehme John Workman Sue Holt Malcolm McDonald Sanjiy Sengupta George Yip Christian Homburg Florin Mihoc Christoph Senn Judy Zolkiewski

**The Digital Transformation Playbook** David L. Rogers, 2016-04-05 Rethink your business for the digital age Every business begun before the Internet now faces the same challenge How to transform to compete in a digital economy Globally recognized digital expert David L Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking Based on Rogers s decade of research and teaching at Columbia Business School and his consulting for businesses around the world The Digital Transformation Playbook shows how pre digital era companies can reinvigorate their game plans and capture the new opportunities of the digital world Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy customers competition data innovation and value He reveals how to harness customer networks platforms big data rapid experimentation and disruptive business models and how to integrate these into your existing business and organization Rogers illustrates every strategy in this playbook with real world case studies from Google to GE from Airbnb to the New York Times With practical frameworks and nine step by step planning tools he distills the lessons of today s greatest digital innovators and makes them usable for businesses at any stage Many books offer advice for digital start ups but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth

*Fundamentals of Marketing* Dr. Saurav Kumar, 2024-11-29 The book employs a contemporary approach to highlight the significant applications and ramifications of marketing concepts by drawing links between subjects solutions and actual issues This multifaceted framework drives the integration of concepts while maintaining a modular chapter structure A

balanced presentation of both the theoretical and practical aspects is made. Students that take Fundamentals of Marketing are exposed to a wide variety of industries, businesses, brands, and services that are both for-profit and nonprofit. The primary marketing course for undergraduate and postgraduate business majors and minors is the focus of Fundamentals of Marketing.

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