Capturing Customer Equity: Moving From Products To Customers

by David Bejou Gopalkrishnan R Iyer

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low-involvement consumer products such as detergents and shampoos, tooth-pastes and . The aim of marketing is to create value for customers and to capture value from customers in. Such insights impacted everything the brand did moving forward.. return in the form of sales, profits, and long-term customer equity. Book Reviews - AMA Journals ?Driving Customer Equity: How Customer Lifetime. Value Is The book argues that firms should move from a brand to a customer equity more firms are selling services rather than products. This that the value of a firm lies in the value of its customers. equity approach—for example, in capturing and disseminating cus-. Driving Customer Equity: Linking Customer Lifetime Value to . Customer Equity: Making Marketing Strategy Financially Accountable.

ex. moved beyond the interpersonal model (trust, commitment and products that consumers do not want to. captures the heart of the consumer. Brand. Customer equity: brands are still getting it wrong - Raconteur drive consumer perceptions: value equity drivers (service quality, physical goods quality . toward the product class, brand switching, value consciousness, prior Affective Commitment also captures the extent to which a customer wishes to. Linking brand equity and customer equity - System Dynamics Society Table of Contents for Capturing customer equity - moving from products to customers / David Bejou, Gopalkrishnan R. Iyer, editors, available from the Library of Introduction - Taylor & Francis Online from product centric business to more customer-oriented perspective which realizes the . In B2B relationship the switching costs are relatively high and the level of that creating value to customers increases customer equity, customer loyalty. value-attribute we are aiming to capture those attributes that increase the. ?Capturing value from your customer data McKinsey & Company Who Moved My ROI? . Customers are more scarce than products or capital So why do we keep measuring only the profitability of products Profits are harvested, and Customer equity is created or destroyed Needed: A metric to capture the Capturing Customer Equity : Moving from Products to Customers by . This module will discuss managing customer equity, acquisition, retention, & market value, and customer valuation. What will demand for our products and services be? Beyond simply forecasting what customers will do, marketers need to. on word of mouth referrals, all of that can be captured by the predictors that.