

Customer Equity Management: Managing Customers As Assets

By Spiros Gounaris;Nektarios Tzempelikos



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a broader perspective of managing customer equity customer equity management pertains to measuring the customer value/equity of a firm's customers.

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This text presents the concepts and analytic tools necessary to understand customer equity management. It is useful for Customer Relationship Management (CRM) courses

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Gounaris, Spiros The Papadakis, George Tzempelikos, Nektarios Keywords: Multichannel Management, Customer Equity,

Gounaris, Spiros. Dr Gounaris joined the Department of Marketing in 2012 from the Department of Marketing of the Athens University of Economics & Business

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