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The Handbook of Research on Customer Equity in Marketing explores the tactical and strategic issues related to understanding, measuring, managing and implementing this tool. Customer equity is the total combined customer lifetime values of all of a company's customers and includes Value Equity, Brand Equity and Relationship Equity.

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This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizing firm performance. Drawing upon the wisdom of a global pool of leading scholars, the book serves as a comprehensive and authoritative guide on customer lifetime value and customer equity for marketing researchers, practitioners, and students worldwide.

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Handbook of Research on Customer Equity in Marketing Edited by V. Kumar Lenny Distinguished Chair and Regents Professor of Marketing, J. Mach Robinson College of Business, Georgia State University, USA Danish Shah Assistant Professor of Marketing and Assistant Director, J. Mach Robinson College of Business, Georgia State University, USA

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Customer equity is a result of customer relationship management. Customer equity is the total of discounted lifetime values of all of the firms customers. In layman terms, the more loyal a customer, the more is the customer equity.

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The Handbook of Research on Customer Equity in Marketing explores the tactical and strategic issues related to understanding, measuring, managing and implementing this tool. Customer equity is the total combined customer lifetime values of all of a company's customers and includes Value Equity, Brand Equity and Relationship Equity.

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Venkatesan, Rajkumar (2015), Customer Lifetime Value Based Resource Allocation, in Handbook of Research on Customer Equity in Marketing, V. Kumar and Danish Shah Eds., Edward Elgar. Venkatesan, Rajkumar (2012), "Marketing Strategy: Customer," in Legends in Marketing, Volume Editor, Sage Publications.

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