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Nota di contenuto	1. Introduction: What is the Value of Your Customers? -- 2.The VARIED Tasks of the Customer Asset -- 3.The Customer Asset Approach -- 4. Who Is The Customer Assets Approach For? -- 5. Applying the Customer Asset -- 6.Communication about the Customer Asset -- 7. Conclusion -- 8. References.
Sommario/riassunto	"This book delves into the concept of customers as financial assets, explaining how firms can assess investments in customer relationships. The authors present the VARIED framework for quantifying the customer asset, enabling marketers to devise strategies that enhance its value. Crucially, these strategies' advantages can be communicated in financial terms to non-marketers, instilling accountability in marketing and augmenting firm value through well-informed investment decisions. This methodology offers a practical avenue to enact the strategic concept of customer centricity. It will resonate with marketers, accountants, and all managers eager to demonstrate customers' financial worth to the organization."--