

1. Record Nr.	UNINA9910784026103321
Titolo	Customer loyalty, retention, and customer relationship management [[electronic resource]]
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2006 Bradford, England : , : Emerald Group Publishing, , 2006
ISBN	1-280-73784-0 9786610737840 1-84663-239-0
Descrizione fisica	1 online resource (117 p.)
Collana	Journal of Consumer Marketing ; ; 23, no. 7
Disciplina	658.812
Soggetti	Customer relations Consumer behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Editorial; Using private label credit cards as a loyalty tool; Using customer equity models to improve loyalty and profits; The art of storytelling: how loyalty marketers can build emotional connections to their brands; Life is not a shopping cart: three keys to building brands and improving customer loyalty; The role of loyalty programs in behavioral and affective loyalty; Lasting customer loyalty: a total customer experience approach; Segmenting customer-brand relations: beyond the personal relationship metaphor; Look after me and I will look after you! A strategic approach to building online customer loyalty: integrating customer profitability tiersThe royalty of loyalty: CRM, quality and retention; Masochistic marketing: Volvo Australia's not "so safe" strategy; Customer satisfaction and loyalty in a digital environment: an empirical test; Customer loyalty programs: are they fair to consumers?; Can a brand outperform competitors on cross-category loyalty? An examination of cro
Sommario/riassunto	Why do some companies tend to succeed in their attempts at not only attracting customers who tend to repeat their purchase of that company's specific brand, but also tend to have these customer's

become "brand advocates" in attracting new customers for that company? In this e-book, the concept of customer loyalty, retention and customer relationship management (CRM) is evaluated and examined.
